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THE

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THE BOOK AND STATIONERY TRADE OF 1904

Reports From Canadian Dealers

IN the book and stationery trade, 1904, has been on the whole a most satisfactory year. Reports from all parts of Canada indicate good sales and the maintenance of trade at a gratifying level. The following reports from dealers will be read with interest:

William Tyrrell, William Tyrrell & Co , Toronto.

The book business during the past season has been the most satisfactory in our history. The chief feature of the 1904 holiday trade was its steadiness. There were not the usual fluctuations from day to day, but every day for weeks before Christmas trade was excellent. This condition was mainly due to the good weather. Another point to be noted was that the demand was evenly distributed over our whole stock. No one line can be said to have had the preference. We did extremely well with calendars and Christmas cards, and sold clean out of nearly every line. We had a larger sale of papeteries than usual, especially the high grade lines. In finely bound authorized editions of the standard authors, we were very successful. Children's books were a feature of the 1904 trade. Current fiction did well, and our sales of handsomely illustrated novels such as " The Love of Azalea " were excellent.

A E Huestis, The Blain Book and Stationery Co , Toronto.

As a whole our business during the past holiday season exceeded that of the previous year. We had a phenomenal sale of calendars and Christmas cards and sold right out of all our lines. Papeteries and leather goods sold well, as did also art goods, including smokers' supplies, metal goods, etc. We made a specialty this year of high-grade children's books, and advertised them extensively in the daily papers, inviting the children to come and inspect them. We devoted about a third of the store to displaying them. The result was extremely gratifying and proved that the bookseller has a field of his own outside the department store. We did not handle toy books or annuals. A big feature also this Christmas was the heavy demand for Christmas postcards and cheques. We noted a distinct falling off in the demand for standard sets. The year before the demand was excellent, but this season proved to be an off one in this department.

F. T. Philan, Montreal.

Trade during 1904 has been unprecedented, embracing increased volume in sales of all lines of books. My business is systematized, books, stationery, leather goods, school supplies and sundries, all being separated in the arrangement of my cash register, thus, I can say positively the book trade is on the increase. Fiction has done remarkably well, yet there are many objections against conditions in this city. Our profits are poor at the start, and department stores are slaughtering new books, thus necessitating meeting such unfair competition or losing trade. I am convinced means of protection are not only necessary, but feasible. Book-sellers in Montreal and other cities must unite in order to preserve their status. Publishers must be in such an organization as well. I have specialized in many lines of cheap fiction at 10 and 25 cents, and sales have been good. Girls' books, and boys' books, are other good lines that have done well.

I find it pays me to push my stationery trade, as profits are satisfactory. My line embraces 100 different kinds, and I aim to suit all tastes. Women insist on certain kinds, and it's a trade worth having. Leather goods is another strong department that shows up well, and many book-sellers can make good money on this line. Oddities and novelties of all descriptions are worth stocking. Profits range from 50 to 100 per cent., and the unsold stock is small. Sales are steady in this respect.

A new departure at holiday time, that was a marked success, is my boxed candy case. Sales are steady, and I fully expect to turn over my stock at least twenty times. I find $5.00 boxes are in demand. In future, this will be a regular feature of the store.

A. T. Chapman, Montreal.

I am glad to state the book trade has been satisfactory the past year. Trade has been in demand. Holiday trade was of splendid volume, although a certain amount of hesitation was noticeable in buying larger sets, probably due to the knowledge gained in the past

of January reduction sales. The books of the hour did not have as large a sale as one might expect, and I assign this to the slaughtering of department stores. However, the medium and better priced goods sold, not only here at holiday time, but straight through the year. Sales of odd books, titles that suggest ingenious stories, are gratifying, and profits are generally good.

Speaking of cutting prices, it only attracts a certain trade, and thus far has been only in some lines of new fiction. Publishers haven't protected us in this respect, although this is more the agent's fault perhaps, as he is generally on commission, and anxious to sell. This matter must readjust itself, as publishers are sure to see book-sellers are their strongest support.

Another grave mistake in Canadian trade, is issuing editions at $1.50, when such a price is unreasonable, the get-up of the book rendering such a price impossible. One or two publishers have settled on $1.25, and this is more satisfactory. It is lamentable that many of my customers say—"Oh, I'll wait till I'm in New York, and get the American edition"—This can be easily remedied.

A. R Grafton, of F. E Grafton & Son, Montreal.

Trade in 1904 has been fully up to the standard with us, and I understand the up-town stores have done well. Men are our principal customers, and they are calling for the best, not only in literature, but in mechanical get-up. It is lamentable in this particular that the average Canadian publication is not up to the standard of American editions, and further, our customers are getting to know this. Inferior binding and poor paper loses us customers who insist upon attractive and serviceable books. For my part, I firmly believe there should be an open competition in books as in any other line of production. We cannot sell American editions according to the copyright law. Why shouldn't an author who receives royalty on his book printed, say, in the States, have the right to have his book sold everywhere. As long as some of our publishers continue issuing some poor editions, many of my customers will send to New York for their books. There is no reason why Canadians cannot publish the best in every particular, and these criticisms apply to only a few. I look for improvement.

A branch of the book trade which is doing better with me, than fiction, is the selling of standard sets. I have adopted a monthly easy payment plan, which has proved fairly successful. My stationery business is principally with commercial houses, and I have no complaints on that score. The demand is for good stationery.

Russell, Lang & Co , Winnipeg.

Manitoba is having a season of great prosperity, and naturally, the book and stationery trade has come in for its share of the increase of business. Winnipeg is considered by eastern and British publishers, however, to be a good book town, and while we have not yet a book collecting clientele, still, we in the west are lovers of good books. Fiction, of course, bulks most largely in the year's turn-over. It is no uncommon occurrence for a first order for a forthcoming popular book to be in the hundreds. We understand the Winnipeg advance orders for "The Prospector," was up in the thousands. The stocks in the book stores here are exceptionally large this winter, and almost any book in demand is to be obtainable.

Speaking for ourselves, our stock is the pick of British, American and Canadian publishing houses, and the only thing lacking is adequate space to display it. The limp leather and India paper editions, are much sought after, and eagerly purchased. The children's books this year are very attractive, and selling well. Among the best selling books are: "The Prospector," "God's Good Man," "Old Gorgon Graham," "Traffics and Discoveries," "Beverly of Graustark," "Whosoever Shall Offend," "The Masquerader," and "A Ladder of Swords." The Buster Brown Books, "Wizard of Oz," and such books, are also in great demand.

Charles L Nelles, Guelph.

The book and stationery business in Guelph was, I think, very satisfactory for the past year, at least I found it so, and we finished December with the biggest month and year that we have had. This was more than expected, as our large wall paper business got a bad set back the first three months of 1904, by the hard winter and heavy snow.

For 1905, we hope things will be better than ever, as the old established business of T J. Day. which has been on the market for four years selling out, is now disposed of, and we hope to form a local association with the new proprietors Messrs. Scott & Tierney, and Miss Anderson. If we do, prices will not be so cut, and demoralized as they have been.

The wall paper section is also likely to be better, as a company in business only two and one-half years, The Guelph Painting & Decorating Co., have made a big failure with liabilities of $11,500.00 and assets a little over $4,000.00, which will explain why we have had a hard time in this department while they were doing business and selling goods for less than cost.

If, as I said before, we got together here and avoid petty differences, which we can, I think the outlook for 1905 will be very bright and a year from now we hope to report everything as it should be.

Money seems to be fairly easy, although during December our higher grades of goods were hard to move, and standard sets of books and high priced editions were a complete failure.

Hattie Tweedie, Moncton.

Trade must be judged very largely from the standpoint of the individual business, and upon that basis I can report a busy year, surpassing any previous season. The public are more alive to-day than ever to the fact that it pays to purchase the best goods the market affords, and the dealer who keeps these goods is the gainer. The people of the city in which we do business, and the traveling public are not slow to discover where the best that the trade offers is to be found. My holiday business has been exceptionally good, and what is true with respect to the Xmas season, may be said of the whole year. My book sales especially have grown largely during 1904, and the prospects are bright for the same steady advancement.

MONTHLY REPORT FROM BOOK CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 EcGill Street, Montreal.
January 7, 1905.

MONTREAL book stores report a gratifying increase in the sales of books during the Christmas season. Popular fiction held sway to a considerable extent, although one or two dealers comment upon decreasing sales in this respect due to the strenuous methods of department stores, which have caused a serious loss in profit to the regular dealers. Standard works did well in nearly every store. An easy monthly payment plan was found helpful in one store. Another dealer spoke of a hesitancy in buying this class of works during December as it has been the practice to hold a discount sale in January and customers are aware of this.

* * *

Gift books did remarkably well, the ooze leather bindings on old favorites serving to create a steady demand. Lines of gift books as low as 50 and 75c had a good sale. Popular fiction in attractive bindings sold as high at $3 and $4. The sale of annuals was as large as ever. Popular lines are now offered at $1.10. Children's books were in good demand.

* * *

A departure which was a marked success in one store is a table devoted to odd titles. Besides a steady demand for the very newest in this respect, it affords an opportunity to unload many old lines. The Cynic's Calendars, the Cynic's Meditations, a dozen and one odd toast books, odd titles dealing with bachelor's reflections, etc., etc., were the most successful sellers.

* * *

In fiction Ralph Connor's "The Prospector" has had a wonderful sale, though many complaints are heard regarding the price. One department store reduced it to 80 cents and very few got $1.25 for the book after the first lot was sold. "The Masquerader" still retains its popularity. "The Prodigal Son" is still featured.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto.
January 3, 1905.

BOOKSELLERS all report the holiday trade in books to have been in excess of any previous year with a good even demand right up to the day before Christmas. The department stores as usual made heavy sales of annuals, toy books and the cheaper grades of gift books and standard sets. They also cleared out enormous quantities of such popular fiction as "The Prospector," etc. The regular trade did well with all lines of high grade books, except sets, which showed a falling off from the preceding year. They also made excellent sales of children's books and illustrated gift books.

* * *

The success of the two Canadian novels, "The Prospector," by Ralph Connor, and "Dr. Luke of the Labrador," by Norman Duncan, was most gratifying. One dealer said he had to put the former out of sight, so that his other fiction might have a show and of the latter, he remarked, that he could have sold hundreds more copies. The department stores cut the price of "The Prospector" to 90 cents and sold stacks of copies. This undoubtedly damaged the sales of this book by the regular trade and made booksellers specialize on other novels.

* * *

Enormous quantities of such standard annuals as the Boys' Own Paper, The Girls' Own Paper, The Leisure Hour, The Quiver, Chums, The Windsor, Little Folks, Chatterbox, etc., were disposed of, especially by the department stores.

* * *

In addition to "The Prospector" and "Dr. Luke of the Labrador" a good demand was experienced for "Beverly of Graustark," by G. B. McCutcheon, "The Masquerader," by Katherine C. Thurston, "God's Good Man," by Marie Corelli, and "The Prodigal Son," by Hall Caine.

W. A. C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
515 McIntyre Block, Winnipeg, Man.
January 2, 1905.

WITHOUT doubt the Christmas trade last month surpassed that of all previous years. Individual booksellers interviewed by Bookseller and Stationer during the last week in December were unanimous in describing the holiday trade as the best in their experience. Money was spent freely and some pleasing sales were made of sets of standard authors which are ordinarily slow sellers.

* * *

"The Prospector" was undoubtedly the book of the month thus disproving in one instance at last the proverb that "A prophet is not without honor save in his own country." One store reports the sale of 800 copies during the first three weeks in December and others report sales nearly as large. Probably there were nearly 4,000 copies sold in Winnipeg in that short time, for "The Prospector" was a popular Christmas gift. Local stores sold special covers for this book in burnt leather, showing a reproduction of the cover design on the front cover and of old Fort Garry on the back cover.

* * *

Holiday book trade is always well distributed over all classes of books and apart from "The Prospector" it would be difficult to say which were the best selling books. Winston Churchill's "The Crossing" sold well in spite of the fact that it has been out so long. Marie Corelli's latest "God's Good Man," met with favor among a class of feminine readers with whom the name Corelli is sufficient to sell any book. "The Prodigal Son," by Hall Caine, did not sell as well as was expected.

* * *

Among the best holiday trade "Everyday People," a collection of the Gibson pictures, retailed readily at $5. This book was energetically pushed by a couple of local stores with good results. Winnipeg book stores did some intelligent advertising during December, which brought good returns.

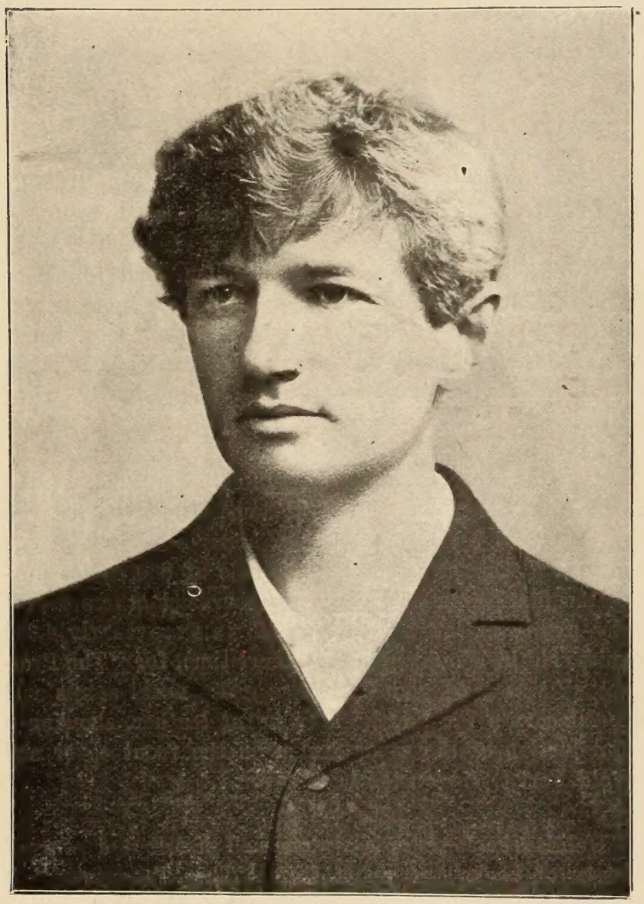
F. R. M.

PUBLISHERS' COLUMN

CANADIAN publishers are very well pleased with the book trade of the past season. The only unsatisfactory feature was the smallness of the repeat orders. However, this shortage was more than compensated for by the heavy advance orders sent in for the majority of the Fall books. The present month is, as usual, an off one in publishing circles. Quiet arrangements are being made for new Spring books, and a few paper editions are being issued.

* * *

During the month, the Copp, Clark Co., Limited, will issue paper editions of "The Loves of Miss Anne," by S. R. Crockett, "The Coming of the King," by Joseph Hocking, and "The Abbess of Vlaye," by S. J. Weyman. (75c. each).



A Striking Poratit of Bliss Carman, Author of "The Friendship of Art."

* * *

A summary of their Fall book sales has been made by the Copp, Clark Co., Limited. Their six best sellers in the order of sales are as follows: "A Ladder of Swords," by Sir Gilbert Parker, "Jess & Co." by J. J. Bell, "Whosoever Shall Offend" by F. M. Crawford, "The Prisoner of Mademoiselle" by C. G. D. Roberts, "The Loves of Miss Anne" by S. R. Crockett, and "Double Harness" by Anthony Hope.

* * *

A paper edition of "My Lady of the North" by Randall Parrish is announced for publication this month by McLeod & Allen. (75c.)

* * *

"Beverly of Graustark" by G. B. McCutcheon has been McLeod & Allen's leader during the past Fall season, and the publishers have been delighted with the sales booked.

* * *

Apropos of the heavy demand last month for "Dr. Luke of the Labrador" by Norman Duncan, the following incident is related. A prominent Toronto bookseller telephoned to the publishers, in response to a request fpr an order, that "Dr. Luke of the Labrador" was selling so well that he had to put it in the background and instruct his clerks not to show it unless asked for and then reluctantly, for he said that with this book in a prominent place, he would carry over a large part of the balance of his stock of fiction.

* * *

A book of particular interest to Canadians was published late in December by the Fleming H. Revell Co., through their agent, Henry Frowde, Toronto, under the title of "Memoirs of a Great Detective, Being Incidents in the Life of John Wilson Murray." The book abounds with fascinating and absorbing stories of the adventures of Detective Murray, when engaged in detecting and unmasking crime in Canada. It is a large, handsomely bound volume and sells at $2.00.

* * *

The Westminster Co., Limited, the publishers in Canada of the works of Ralph Connor, are delighted with the reception which has been accorded "The Prospector," the latest production of the gifted Canadian author. The book was placed on the market on December 1, and up to the end of the month an edition of 20,000 copies was disposed of,—a magnificent sale for any book in Canada.

* * *

A most useful catalogue of law books published in Canada, Great Britain, the United States and France has been issued by C. Theoret, law book publisher, 11 and 13 St. James street, Montreal. The books are classified alphabetically under authors' names, followed by an alphabetical index of subjects, and are all handled by C. Theoret.

* * *

The list of new fiction to be published during the next few months by L. C. Page & Co., Boston, includes "Lady Penlope" by Morley Roberts, author of "Rachel Marr," "The Black Barque" by T. Jenkins Hain, "Castel del Monte" by Nathan Gallizier and "The Winged Helmet" by H. S. Mackaye. L. C. Page & Co. will also bring out on March 1st, a splendid edition of four of Lord Beaconsfield's novels, "Vivian Grey," "Sybil," "Coningsby" and "Tancred."

* * *

On February 1, L. C. Page & Co., of Boston, will issue "Lady Penelope," by Morley Roberts, author of "Rachel Marr." "Lady Penelope" is a satire of the most farcical sort. It is a clever, up-to-date presentation of modern society life, with situations and characters which bewilder by their brilliancy and keep the reader in one continuous laugh. It is quite safe to say that there is not another author now before the public capable of such wonderfully varied work, all of such a high class.

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Morang & Co., Limited, last month secured the Canadian rights for "Mrs. Maybrick's Own Story" as written by herself, which they issued in cloth at $1.20 net.

OUR HALF-YEARLY BOOK LIST

Books Published in Canada
July 1 to December 31, 1904

NOTE :—The following list comprises only such books as have been published by regular book publishers of Canada, and does not include educational, technical or law books. Both author and title are indexed, though details as to publisher, price, etc , are only supplied after the author's name.

"Abbess of Vlaye, The." By S. J. Weyman.
"Age of Innocence, The." By Walter Russell.
Ashton, Mark. "Azalem, A Romance of Old Judea." Toronto: William Briggs. Cloth, $1.25.
"At the Moorings." By Rosa N. Carey.
"Azalem." By Mark Ashton.
Barr, Amelia E. "The Belle of Bowling Green." Toronto: William Briggs. Cloth, $1.25.
Barr, Robert. "A Chicago Princess." Toronto: McLeod & Allen. Illustrated. Cloth, $1.25; paper, 75c.
"Beatrice of Venice." By Max Pemberton.
Bell, J. J. "Jess & Co." Toronto: The Copp, Clark Co., Limited. Cloth, $1.25.
"Belle of Bowling Green, The." By Amelia E. Barr.
"Betrayal, The." By E. P. Oppenheim.
"Between the Lights." By Isabel Eeclestone Mackay.
"Beverly of Graustark." By G. B. McCutcheon.
"Beyond the Marshes." By Ralph Connor.
"Bible Text Book." By W. P. McRae.
"Black Friday." By F. S. Isham.
"Blazed Trail Stories." By S. E. White.
"Boy Mineral Collectors, The." By J. G. Kelley.
Braddon, M. E. "A Lost Eden." Toronto: Langton & Hall, Limited. Cloth, $1.25.
Brady, Cyrus Townsend. "The Records." Toronto: Langton & Hall, Limited. Cloth, 12 mo., illustrated, $1.25.
"Brakespear." By Geo. A. Lawrence.
"Brethren, The." By H. R. Haggard.
"British Nation, The: A History." By G. M. Wrong.
Bullen, Frank T. "Denizens of the Deep." Toronto: Fleming H. Revell Co. Cloth, illustrated, $1.75.
Bullen, Frank T. "Sea Puritans." Toronto: William Briggs. Cloth, $1.25.
"By the Queen's Grace." By Virna Sheard.
Caine, Hall. "The Prodigal Son." Toronto: Morang & Co., Limited. Cloth, 12 mo., $1.50.
"Canaan and Canada." By D. V. Lucas.
Carey, Rosa N. "At the Moorings." Toronto: The Copp, Clark Co., Limited. Decorative cloth, $1.25.
Carman, Bliss. "Songs From a Northern Garden." Toronto: The Copp, Clark Co., Limited. Decorative cloth, $1.50 net.
Carman, Bliss. "The Friendship of Art. Toronto: The Copp, Clark Co., Limited. Decorative cloth, $1.50.
"Chicago Princess, A." By Robert Barr.
"Christmas Eve on Lonesome." By John Fox, Jr.
"Circle of the Year, The." By Elizabeth Sanderson.
"Coming of the King, The." By Joseph Hocking.
"Commander of the Hirondelle, The." By W. H. Fitchett.
Connor, Ralph. "Beyond the Marshes." Toronto: The Westminster Co., Limited. Paper boards, 25c.
Connor, Ralph. "The Prospector." Toronto: The Westminster Co., Limited. Cloth only, $1.25.
Conrad, Stephen. "The Second Mrs. Jim." Toronto: Langton & Hall, Limited. Cloth, 16 mo., $1.00.
Corelli, Marie. "God's Good Man." Toronto: William Briggs. Cloth, $1.25.
Crawford, F. Marion. "Whosoever Shall Offend." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth $1.50.
Crockett, S. R. "The Loves of Miss Anne." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50.
Crockett, S. R. "Raiderland. All About Grey Galloway." Toronto: William Briggs. Cloth, $2.00.
Cullum, Ridgwell. "The Hound From the North." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth, $1.50.
"Daughter of a Magnate, The." By F. H. Spearman.
"Deacon Lysander." By S. P. McL. Green.
"Denizens of the Deep." By F. T. Bullen.
"Dialstone Lane." By W. W. Jacobs.
"Doctor Luke of the Labrador." By Norman Duncan.
"Double Harness." By Anthony Hope.
Dougall, Miss L. "The Earthly Purgatory." Toronto: Langton & Hall, Limited. Cloth, $1.25.
Dunbar, Paul Lawrence. "My L'i'l Gal." Toronto: William Briggs. Cloth, $1.50.
Duncan, Norman. "Doctor Luke of the Labrador." Toronto: Fleming H. Revell Co. Cloth, $1.50.
"Earthly Purgatory, The." By L. Dougall.
Edgar, Lady. "Life of General Brock." Toronto: Morang & Co., Limited. Makers of Canada Series. Subscription only.
"Farm of the Dagger, The." By Eden Phillpotts.
Field, Eugene. "A Little Book of Tribune Verse." Toronto: The Mussen Book Co., Limited. Ooze leather, boxed, $2.00 net.
Field, Eugene. "Poems of Childhood." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated by Maxfield Parrish, $2.50.
Fitchett W. H. "The Commander of the Hirondelle." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth, $1.25.
Ford, Paul Leicester. "Love Finds the Way." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, $2.
Fowler Ellen Thorneycroft. "Kate of Kate Hall." Toronto: William Briggs. Cloth $1.25.
Fox, John, Jr. "Christmas Eve on Lonesome." Toronto: McLeod & Allen. Illustrated. Cloth, $1.25.
"Frenchy." By William Sage.
"Friendship of Art, The." By Bliss Carman.
"God's Good Man." By Marie Corelli.
"Golden Rod Fairy Book, The." By Esther Singleton.
Graham, H. Isabel. "A Song of December and Other Poems." Booklet. Toronto: William Briggs. 40c.
Grant, Robert. "The Undercurrent." Toronto: Langton & Hall, Limited. Cloth, gilt top, $1.50.
Grant, W. L. and Hamilton F. "Life of Principal Grant." Toronto: Morang & Co., Limited. Cloth, 8vo., $3.50 net.
Green, Sarah P. McL. "Deacon Lysander." Toronto: William Briggs. Cloth, $1.00.
Guerin, Mrs. R. C. "Woven Thoughts. A Book of Verse." Toronto: William Briggs. Cloth, $1.00.
Haggard, H. Rider. "The Brethren." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, $1.50.
Hathaway, Ann. "Muskoka Memories. Sketches from Real Life." Toronto: William Briggs. Cloth, $1.50.
Hayes, Frederick W. "The Shadow of a Throne." Toronto: Langton & Hall, Limited. Cloth, $1.25; paper, 75c.
"Hearts in Exile." By John Oxenham.

Hewlett, Maurice. "Queen's Quair." Toronto: Morang & Co., Limited. Cloth, 12 mo., $1.50.

Higgins, Hon. D. W. "The Mystic Spring and Other Tales of Western Life." Toronto: William Briggs. Cloth, $1.50.

"History of Canada." By Charles G. D. Roberts.

Hocking, Joseph. "The Coming of the King." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, $1.25.

Hope, Anthony. "Double Harness." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50.

Hopper, Mrs. R. P. "Old-Time Primitive Methodism in Canada." Toronto: William Briggs. Cloth, $1.00.

Hough, Emerson. "The Law of the Land. Toronto: McLeod & Allen. Illustrated. Cloth, $1.25; paper, 75c.

"Hound From the North, The." By Ridgwell Callum.

"House of Fulfilment." By G. M. Martin.

"Huldah." By Alice MacGowan and Grace M. Cooke.

Hume, Fergus. "The Red Window." Toronto: Langton & Hall, Limited. Cloth, 12 mo., $1.25; paper, 75c.

"Irishman's Story, An." By Justin McCarthy.

Islam Frederic S. "Black Friday." Toronto: McLeod & Allen. Illustrated by Harrison Fisher. Cloth, $1.25; paper, 75c.

Jack, Annie L. "Rhyme Thoughts for a Canadian Year." A Booklet. Toronto: William Briggs. 30c.

Jacobs, W. W. "Dialstone Lane." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, $1.50.

Jerome K. Jerome. "Tommy & Co." Toronto: Langton & Hall, Limited. Cloth, $1.25.

"Jess & Co." By J. J. Bell.

Johnston, Wesley. "The Mystery of Miriam." Toronto: William Briggs. Cloth, $1.25.

"Journey in Search of Christmas, A." By Owen Wister.

"Kate of Kate Hall." By E. T. Fowler.

Kelley, Jay G. "The Boy Mineral Collectors." Toronto: William Briggs. Cloth, $1.25.

Kelley, Lillian Elizabeth. "300 Things a Bright Girl Can Do." Toronto: The Musson Book Co., Limited. Cloth, $1.50.

Kipling, Rudyard. "Traffics and Discoveries." Toronto: Morang & Co., Limited. Cloth, 12 mo., $1.50.

"Ladder of Swords, A." By Sir G. Parker.

Lane, Elinor Macartney. "Nancy Stair." Toronto: The Musson Book Co., Limited. Cloth, gilt top, $1.50.

Laut, Agnes C. "Pathfinders of the West." Toronto: William Briggs. Cloth, $2.00 net.

"Law of the Land, The." By Emerson Hough.

Lawrence, Geo. A. "Brakespeare." Toronto: McLeod & Allen. Cloth, $1.00.

"Life of General Brock." By Lady Edgar.

"Life of Principal Grant." By. W. L. Grant and F. Hamilton.

"Life of Joseph Howe." By J. W. Longley.

"Life of Sir John Beverley Robinson." By Major-General C. W. Robinson.

"Little Book of Tribune Verse." By Eugene Field.

"Little Kingdom of Home, The." By Margaret E. Sangster.

Lloyd, Nelson. "The Soldier of the Valley." Toronto: Langton & Hall, Limited. Cloth, 12 mo., gilt top, $1.50.

London, Jack. "The Sea Wolf." Toronto: Morang & Co., Limited. Cloth, 12 mo., illustrated, $1.50.

Longley, James W. "Life of Joseph Howe." Toronto: Morang & Co., Limited. Makers of Canada Series. Subscription only.

Lorimer, George H. "Old Gorgon Graham." More Letters From a Self-Made Merchant to His Son. Toronto: William Briggs. Cloth, $1.25.

"Lost Eden, A." By M. E. Braddon.

"Love Finds the Way." By Paul Leicester Ford.

"Love of Azalea, The." By Onoto Watanna.

"Loves of Miss Anne, The." By S. R. Crockett.

Lucas, D. V. "Canaan and Canada." Toronto: William Briggs. Cloth, $1.00.

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RELIGIOUS.

Brown, P. Hume. "John Knox and His Times." Edinburg: Oliphant, Anderson & Ferrier. Paper, 1 1-2d. A condensed life of Knox, illustrated, by the professor of Ancient Scottish History at Edinburgh University.

"Faithful Sower, A." A Memoir of the Rev. George Everard. Edited by his daughter. London: Charles J. Thynne. 1s 6d. This memoir of the Rev. George Everard is a loving tribute to the worth of a man who made no pretension to greatness. Though filling important and influential positions his work was characterized by simple earnestness and faithfulness. A churchman of the evangelical type, his ministrations whether through preaching, writing or personal intercourse produced a beneficial and lasting influence upon all who came within the sphere of his influence.

Henderson, H. A. "Shall we Tolerate the Jesuits?" Facts for the Man in the Street. Prefatory notes by Rev. F. B. Meyer. London: Charles J. Thynne. 2s. A pamphlet condemning the practices of the Jesuits in England.

Sangster, Margaret E. "That Sweet Story of Old." Toronto: Fleming H. Revell Co. Cloth, $1.25. In this book Mrs. Sangster tells anew the Life of Christ in that simple, direct style, which has made all her work so telling. The book is intended primarily for children and is divided into chapters, each dealing with an incident in the Saviour's life. Several famous paintings are reproduced by way of illustration.

Tolstoy, Leo. "Bethink Yourselves." Pamphlet. London: The Free Age Press 13 Paternoster Row. 3d net. The distinguished author condemns the present war.

Wagner, Rev. Charles. "The Voice of Nature." New York: J. S. Ogilvie Publishing Co. 60c. Mr. Wagner is of those who see "Sermons in stones, books, in the running brooks, and good in all things." Nature in all its aspects even the most grotesque is to him a revelation which he interprets with simplicity and gentle wisdom. To the contemplative mind this book must prove very pleasant and profitable reading..

"What is Christianity?" A series of lectures by eminent English divines. Ten pamphlets. London: Charles H. Kelly, 26 Paternoster Row, E.C. One penny each. The lecturers include Dr. A. M. Fairbairn, Rev. John S. Simon, Rev. R. W. Moss, Rev. Arthur Moorhouse, etc., and the subjects embrace many phases of the religious question.

MISCELLANEOUS.

Weinz, H. J. "Japanese Grammar Self-Taught." London: E. Marlborough & Co., 51 Old Bailey E.C. Paper, $1.20; cloth, $1.50. The contents embrace grammar and syntax, conversational phrases and sentences, and complete vocabularies. This volume can be recommended as a most instructive and serviceable manual.

FICTION.

Bell, J. J. "Jess & Co." Toronto: The Copp, Clark Co. Cloth, $1.25. A domestic tale of Scotch life in which the young husband, Davie, of loveable disposition, whose manifest destiny it is to become a gardener, finds himself by the lottery of circumstances a joiner. Adversity and unhappiness threaten to invade the home when Jess, the clever young wife, undertakes to place the affairs of the domestic firm on a better business basis. In this she succeeds, but almost at the cost of her life. The pawky humor in which this writer excels comes out most strongly in Mrs. Wallace and Samuel Ogilvy. The sparring between these two in the process of a most unique courtship is quite delightful. The book should be very popular among readers who can appreciate the Scotch dialect in which it is written.

Connor, Ralph. "The Prospector." Toronto: The Westminster Co. Cloth, $1.25. This author is already an established favorite with the Canadian reading public, and in this his latest book he has added lustre to his previously acquired fame. The story opens with a stirring description of a football match in Toronto, but the scenes that chiefly go to make up the story are enacted in western mining centres. The student athlete of the football field becomes the missionary prospector of the mine and the ranch, and one follows his adventures, trials and triumphs with unabated interest to the end.

Dale, Alan. "Wanted, a Cook." Indianapolis: The Bobbs-Merrill Co. Cloth, $1.50. The melo-dramatic experiences of a young couple in search of a cook. These innocents set up housekeeping on aesthetic principles in an apartment house in New York, but soon find that high ideals and small incomes are incompatible with "the servant question" as it exists in that democratic city. Their domestic pathway is strewn with disillusions ending in unconditional surrender of their home and all that it stands for in family and national life, to its destroyer in the shape of—cook, their only refuge, a boarding house.

Flower, Elliott. "Delightful Dodd." Boston: L. C. Page & Co. Cloth, $1.50. The delightfulness of Dodd consists in his having adopted the Golden Rule as his philosophy of life. He is a simple Michigan farmer not without some education and natural refinement, who had met with financial defeat in early life. One loves the old man on account of the quaint humor of his sayings, the active benevolence of his disposition and the practical wisdom he manifests in all his dealings. The Arcadian simplicity of the story is enlivened by a pretty love story and an encounter with brigands.

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Keeler, Lucy Elliot. "If I were a Girl Again." Toron-

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Robins, Elizabeth. "The Magnetic North." Toronto: McLeod & Allen. Cloth, $1.25. A story remarkable in itself and still more remarkable in that it was written by a woman. The descriptions of the Long Trail, the Mining Camp, and the Great Stampede imply first-hand knowledge and experience as well as literary genius. The style is virile and realistic and the dialect is a convincing vehicle for ironic humor. The old Kentucky Colonel and his "Boy pardner" engage the sympathy of the reader as types of men who through the degrading influences of mining life preserve their ideals and their loyalty to each other.

1905 YEAR BOOKS AND ALMANACS.

THE publishers of "Who's Who" (7s 6d net), "The Englishwoman's Year Book" (2s 6d net), and the "Who's Who Year Book" (1s net), (Adam & Charles Black, London), have recently issued the 1905 volumes of these invaluable books of reference. It may not be generally known, but it is a fact nevertheless, that this year's issue of "Who's Who" contains over 17,000 condensed biographies of men and women, nobilities, notables, novelists, artists, and famous men and women of the time, and each biography has been submitted for personal revision before publication. "Who's Who" is almost indispensable to professional men, and contains a mass of information of the sort required by business men also, and its 18,000 pages are full of information that it would be difficult to do without. Another good point is its accuracy, and those who have this book of reference by them can rely absolutely upon the facts and details it contains.

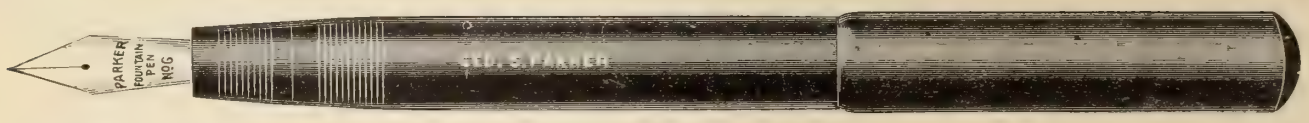
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"The Englishwoman's Year Book," which is edited by the Organizing Secretary of the National Union of Women Workers of Great Britain and Ireland, enters upon its seventh year revised, enlarged and considerably remodelled. It contains a large amount of information interesting and necessary to women workers of all classes. Those who are connected with the social or industrial departments of women's work will find many items of intelligence in this volume, and they will find their labors lightened by the possession of such a handy book of reference.

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clergy list, legal information, county and township officers, barristers and solicitors, educational institutions, etc. This year a large new colored map of Ontario is included with the almanac. The publishers are the Copp, Clark Co., Limited, Toronto, and the price is 40 cents.

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RECENT ADDITIONS TO NOTABLE SERIES.

TO their series of "The Great Masters in Painting and Sculpture" George Bell & Sons, of London, have made the twenty-ninth addition in a life of Frans Hals, by Gerald S. Davies, M.A. The volume is as usual profusely illustrated with reproductions of Hals' work. (5s. net).

To their York Library, the same firm have added Burton's "Anatomy of Melancholy," in three volumes, edited by Rev. A. R. Shiletto. This convenient little series was described in the September, 1904, issue of Bookseller and Stationer. The volumes are pocket size, bound in cloth or leather, and are printed in large type on thin paper. (2s and 3s).

George Newnes, Limited, London, have recently added to their sixpenny paper novels, "A Fallen Idol," by F. Anstey and "Phantom Fortune," by Miss Braddon. These novels are well printed and the illustrations on separate plates are exceptionally good. "A Fallen Idol" is illustrated by H. M. Brock and "Phantom Fortune" by Hal. Hurst.

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FINANCE AND INSURANCE

ANOTHER entirely satisfactory report was presented to the shareholders of the Bank of Montreal in annual meeting assembled on December 5. Its principal features included an increase in deposits bearing interest of $13,265,000, an increase of call loans of $9,143,000, an increase in current loans of $6,699,000, and a decrease in the balance due by agencies of the bank and other banks outside Canada of $4,114,000. The bank's profits for the year ending October 31 were, after deducting charges of management, and making full provision for all bad and doubtful debts, $1,609,207.95, out of which was paid $1,400,000 in dividends at the rate of ten per cent. per annum, leaving $209,207.95, which added to balance of profit and loss account of $373,988.06, carried forward from the year ending October 31, 1903, gives a balance carried forward for this year of $583,196.01. In a nutshell, the bank earned ten per cent. on its paid-up capital of fourteen million dollars, and has been able to add two hundred thousand dollars odd to profit and loss account.

* * *

THE decision of the Canadian Bank of Commerce to increase its capital stock from $8,700,000 to $10,000,000 draws attention to the great increase in the business of that institution and also indirectly to the remarkable position of nearly all the banks of the country. At the present moment the capacity of Canadian banks is being taxed as never before. Their combined capital is barely sufficient to handle the country's business, and the action of the Bank of Commerce in increasing its capital is no doubt but the first step of several that will shortly be taken for the increase of the banks' capacity. It is freely stated that at least two other banks will make a similar move at the end of the year and perhaps others will follow. The two mentioned at present are the Dominion Bank, which is expected to issue $1,000,000 new stock, bringing its capital up to $4,000,000, and the Standard Bank, whose capital has hitherto been $1,000,000.

* * *

THE statement of profit and loss and the general statement submitted to the shareholders of the Eastern Townships Bank at the annual meeting is a highly satisfactory one, the net profits for the year amounting to $306,968, which is equal to nearly 12 1-2 per cent. In addition to this there was the sum of $22,995 premium paid on new issue of capital stock and $27,647 balance at credit of profit and loss brought forward from last tyear, making a total of $357,611. Out of this, two half-yearly dividends at the rate of 4 per cent., making 8 per cent. per annum, were allotted to shareholders; $50,000 was transferred to rest account; $40,000 was applied to the reduction of value of assets, and $40,000 in reduction of bank premises and furniture. This left a balance of $30,217 at the credit of profit and loss.

NOTES.

A branch of the Sovereign Bank was opened at Galt on December 13.

Mr. W. J. Stark is the manager of the new market branch of the Sovereign Bank in Toronto.

Another branch has been opened by the Canadian Bank of Commerce, this time in Claresholm, Alberta. This makes the 112th branch of this large Canadian institution—106 in Canada, 5 in the United States and one in London. England.

The German-American Fire Insurance Co., one of the leading companies in the United States, as a result of the high rates being charged by the English companies in the larger cities of Canada, has decided to invade the Canadian field and will have its head offices in Montreal.

The annual statement of the Bank of Toronto for the year ending November 30, 1904, shows a fine increase in net profits, due, partly at least, to the enlarged capital. The net profits, after making due provision for possible losses, are $445,425, or nearly 15 per cent. of the capital stock. The rest account has been added to by $145,570 during the year, and is now $300,000 in excess of its paid-up capital of $3,000,000.

The Canadian Manufacturers' Association have appointed the following gentlemen as the permanent committee on insurance for the association: P. H. Burton, W. B. Tindall, P. W. Ellis, W. P. Gunby, Richard A. Donald, J. P. Murray, C. N. Candee, J. W. Cowan, A. Jephcott; R. M. Bertram, Montreal; C. B. Gordon, C. C. Ballantyne, Col. J. H. Burland, W. A. Candle, F. H. Whitton, Hamilton; Col. W. M. Gartshore, London; Geo. E. Amyot, Quebec; Geo. McAvity, St. John; T. M. Cutler, Halifax.

The Canada Trust Co., Limited, with a capital stock of $250,000, has received letters patent of incorporation under the Manitoba John Stock Companies Act. The objects of the company are to carry on the business of a trust and loan company, to advance money on real estates and other securities and to act as financial agents for individuals and corporations, etc. The head office will be in Winnipeg. The promoters of this company are well known residents of Portage la Prairie and Winnipeg, and the provisional directors include the names of H. Armstrong, M.P.P., E. Anderson, J. Cornyn, E. J. O'Sullivan and H. J. Hardy.

To meet the requirements of expanding Canadian business the directors of the Canadian Bank of Commerce passed a resolution at the annual meeting on December 9, providing for the issue of $1,300,000, the balance of the authorized capital stock of $10,000,000. The new issue will be allotted to shareholders of record January 12th, 1905, at which date the books will close. The proportion of allotment will be one new share for every 6 69-100 of old stock. The stock, which is in $50 shares, will be issued at 70. that is, 140 in comparison with yesterday's price of the old stock on the Exchange, 164. The new issue will bring in a premium of $520,000.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

FORMING A JOINT STOCK COMPANY.

A few items of general interest to the Bookkeeper after the formation of a Joint Stock Company or the amalgamation of industrial concerns.

By H. R. W.

IT would be impossible to give a set of opening entries applicable to every business, as it would depend largely upon the arrangement made with the vendors in regard to the transfer of their business, but in a general way, the "assets" transferred should be debited, crediting "Shareholders of Old Company," the "Liabilities" credited, debiting "Shareholders of Old Company," the balance in the "Shareholders" account showing the amount of stock held by them in the new company, the completing entry being:

"Shareholders of Old Company" Dr.
To Capital Stock account Cr.

If stock is offered for public subscription the entries for "General Ledger" purposes might be made as follows:

Shareholders Acct. Dr.
To Capital Stock account Cr.
(For Amount of Stock Subscribed.)

Cash Dr.
To Shareholder Cr.
(as instalments are received on subscription)

thus closing "shareholders" account in the general ledger.

If various classes of stock are subscribed for, such as first preference, second preference or common, these divisions may be credited instead of simply using the term "capital stock."

As a rule, shareholders are treated collectively in the "General Ledger," one, two or three accounts being kept according to the class of shares subscribed for, the accounts for the individual shareholders being kept in the stock ledger.

A First Difficulty.

Probably the first difficulty with which the office man will have to contend when the amalgamated company has not taken over the accounts receivable or payable of the individual companies, will occur upon receipt of a cheque or money order, the amount of which includes accounts due both to the old and new companies. Let it be supposed, for instance, that Bentley & Jones owe one of the old companies $10 and the amalgamated company $15, the latter being subject to cash discount of 2 per cent. Upon receipt of the cheque or money order, the remittance may be entered in the cash book of the new company as follows:

		c.d.	amt.
Bentley & Jones.....	$24.50	..	....
Less amt. of account for Old Co.	9.80	30	$14.70

The amount posted to the credit of Bentley & Jones in the books of the new company being $15, made up of cash $14.70 and cash discount 30c, the balance $9.80 being entered in the cash book of the old company in the usual way, together with cash discount, if allowable. The new company may pay over the amount of each individual balance due or the aggregate amount due at the end of the day or week.

When goods are returned after the amalgamation has taken place, which were charged prior to the date of transfer, the correct method, although it may appear on first sight a roundabout way of arriving at the desired result, is to credit the goods through the books of the old company at the price originally charged, and, if necessary, transfer such credits, by means of cross entries, to the books of the new company, charging at the same time or at the end of a stated period all goods thus returned and credited to the new company at cost price. If this course were not pursued, the goods would be taken into stock by the new company and a liability assumed by crediting the customer at the selling value, whereas such goods should be taken into stock at cost, as the old company had originally made the profit on them. As the success of a business depends to a large extent in these busy days upon the system employed, a few suggestions as to handling the office department after an amalgamation may not be amiss.

A Few Suggestions.

The aim should be to dispense with all unnecessary work without destroying in any way the history of transaction, the question continually before the office man being, "Is there a possibility of this work being done in a shorter or simpler manner and yet obtain the necessary result?"

Each branch should keep its own cash book in the form of loose sheets, which may be kept on files, a duplicate sheet of each day's transactions being sent to the head office where it shall be audited, filed and posted.

Vouchers for sundry payments should accompany the sheets and should be vouched for by the manager of the branch.

An additional check on the cash would be to have the balance on hand on a certain day, say on the end of the month, deposited in the bank, and the pass book entered by the bank and sent to the head office for verification.

All accounts should be kept at the head office, both personal and impersonal.

Each office may keep its own bank account, and remittance by draft made to head office for all over a stipulated amount.

All accounts payable should be settled by the head office, unless goods are settled for in cash when purchased by the branch, in the latter case the vouchers being sent as usual with the cash sheet.

The invoicing may be done by the individual office in triplicate, one copy sent to the customer, one copy to the head office for posting medium, and the third filed in the branch office for reference only.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

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Vol. XXI JANUARY, 1905. No. 1

"We simply cannot do without the Bookseller and Stationer."—Russell, Lang & Co., Winnipeg.

* * *

THE MONTH'S BOOK TRADE.

DECEMBER in book circles was chiefly noticeable for the remarkable sale of "The Prospector," by Ralph Connor. An edition of over 20,000 copies was disposed of in Canada alone between the day of publication and the end of the month. This is a remarkable record for any book, and may be viewed with gratifying feelings by those who long for the development and the welfare of a Canadian literature.

A splendid support was likewise afforded the first lengthy work of a young Canadian author whose work is of high order of merit, and gives promise of even better things. "Dr. Luke of the Labrador," by Norman Duncan, was second only in the favor of the Canadian reading public to "The Prospector."

Other books that sold well throughout the country were: "God's Good Man," by Marie Corelli; "The Masquerader," by Katherine Cecil Thurston; "Old Gorgon Graham," by G. H. Lorimer; "Beverley of Graustark," by G. B. McCutcheon; "A Ladder of Swords," by Sir Gilbert Parker, and "The Prodigal Son," by Hall Caine.

The Christmas trade was excellent, and books of every variety were turned over in large quantities. Reports from all over the country expressed satisfaction with sales. A slight falling off in the demand for standard sets was reported from several points. This was mainly attributable to the great profusion of choice gift books and illustrated editions, which caught the purchaser's eye. The sale of annuals was heavy.

Publishers were delayed with many of their fall books until well on in December, so that their sale was considerably interfered with. This month all is quiet at the publishers' offices, many of them being away in New York arranging for spring books.

* * *

Bookseller and Stationer has no free list. Every copy is paid for. We cover 95 per cent. of the trade.

* * *

A CANADIAN LITERATURE.

IT is with much satisfaction that we note the appreciation which is being shown the work of Canadian authors by their countrymen. The marked success of "The Prospector," and "Dr. Luke of the Labrador," in Canada, is a noted hopeful sign. Hitherto, our Canadian authors have been almost entirely dependent on the American public for their livelihood. This dependence is gradually being made a thing of the past.

Ralph Connor, the author of "The Prospector," is a Canadian by birth, and a resident of Canada. He has demonstrated that it is possible for a man of the requisite ability to stay in Canada, to write books in and about Canada, and to sell them here. Incidentally, of course, he has gained a tremendous constituency in the United States and in Britain, but the point we desire to impress is that, setting aside these countries, he is able to make a comfortable living in Canada.

Notwithstanding, it would seem that the time is not yet, when the young and ambitious writer can make a satisfactory start in Canada. Had Ralph Connor, instead of entering the ministry and securing for himself a settled income attempted to build up a reputation, and earn a livelihood as an author in Canada, he would have found it next thing to impossible. Like his younger contemporary, Norman Duncan, he would have been compelled to shift his field of action to New York. But he overcame the disabilities of the situation by seeking a livelihood in another walk of life.

We feel confident that the time is drawing near, when we shall have living in Canada, a group of literary men, who, in point of ability, will compare favorably with the best writers of modern times. Meantime, our publishers are strengthening themselves, and broadening their field, so that in time to come they will be able to undertake the original publication of the works of Canadian authors.

* * *

The number of pages, irrespective of the cover, in Bookseller and Stationer, increased from 354 in 1903 to 500 in 1904. The subscription price remained the same

THE SHIPPER'S RESPONSIBILITY.

WE would like to impart a little instruction to the retail trade on the question of shipments by freight, and at the same time to make a suggestion to the jobbers. When a shipper has made a shipment by freight, ex warehouse, or f.o.b., at point of shipment, and has received the transportation company's receipt therefor, his responsibility for the safe delivery of the goods ends. This is a fact of which the consignee is apparently oblivious, or else he forgot it. The moment any hitch occurs, he immediately holds the shipper responsible, and appeals to him. As a result, shippers are inundated with requests and demands which should by rights be addressed to the transportation companies.

Of course, the wholesale houses must in self-defence, take up these claims and fight them out with the railway companies in the interests of their customers. But very often much annoyance and loss of time would be saved were the purchaser of the goods to make application to the transportation company at the receiving point.

As an assistance to purchasers, shippers might do well to consider the following suggestion. In sending out invoices of goods shipped, include a copy of the bill of lading, showing the date of shipment, and full particulars. The consignee, receiving such a document, has in his hand full evidence that the transportation company has the goods, and he knows just how long they have been in transit. He need not, therefore, unnecessarily accuse the shipper of delaying shipment, or hold him responsible for the non-delivery of the goods.

At the bottom of all the trouble, lies the carelessness of the railway companies. They are responsible for the delays and accidents which may befall shipments, and until they improve their methods and strive to accommodate their patrons better, the trouble will continue. Still, the consignees of goods, would relieve shippers very considerably if they would bundle cases of delay or loss themselves.

* * *

Bookseller and Stationer carried 60 pages more advertising in 1904 than in 1903, and 86 pages more reading matter.

* * *

Bookseller and Stationer aims to give its subscribers practical information and its advertisers wide publicity.

* * *

CUT PRICES OF BOOKS.

AN epidemic of the price-cutting evil is being surely felt in Montreal's legitimate book stores. This is always a paramount question in book circles, but until the present season the evil was held in abeyance in Montreal as booksellers united fairly well in maintaining prices. Department stores during the last Fall and holiday season have, however, seized upon the idea of cutting the prices of popular fiction as a drawing card. "God's Good Man" was sold at 89c., and "The Prospector" at 80c. Regular book stores are asking this month $1.10 for nearly all $1.25 lines of fiction. The question of avoiding this evil has often been propounded and answered with little satisfaction. However, a Montreal bookseller in speaking to Bookseller and Stationer throws light upon conditions unfamiliar to a good many in the trade.

"To my mind the good old bookstores are to be a thing of the past in Canada. I am not a pessimist, but my life long experience in the trade clearly shows the way the wind is blowing. Department stores in Toronto have dealt a death blow to book stores, and they are doing the same here. They can handle more popular fiction than we and get a better price by taking 100 lots instead of the usual 25 lots. During December many books in new fiction were sold at actual cost.

"Another serious aspect of the case is that our profits are small to begin with and our expenses heavy. It looks to me as if it is a similar case to the gradual snuffing out of book stores in the States, unless publishers side with us. Across the line the same procedure was indulged in, finally augmenting into the necessity of publishers running magazines and swapping space with each other to interest the consumer. This is a big expense which formerly booksellers undertook.

"I feel there is only one way out of the predicament, and that is an association of booksellers and publishers throughout Canada. Such an association would blacklist any dealer cutting the price, the publisher refusing to sell such an one. I understand it has been tried successfully across the line. We are the publishers' best friends, and I have no serious objection to publishers' profits as they have their difficulties, and royalties are heavy."

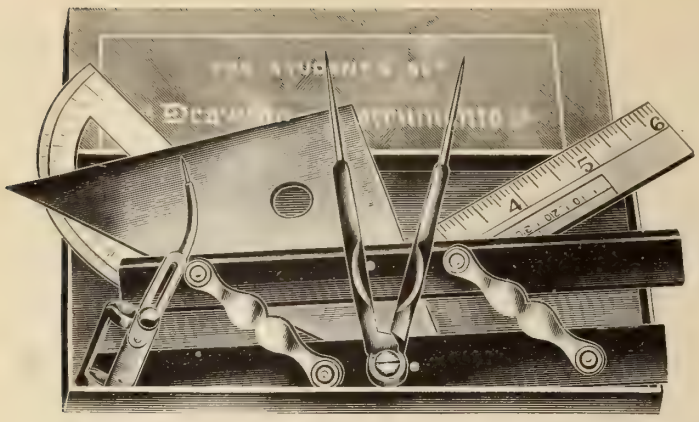
We will welcome pertinent letters on this subject from interested dealers throughout Canada. A general discussion should throw much light upon a knotty problem.

At the outset, however, it is apparent that sales of new fiction seem the only lines affected, and even in this particular, price will not attract many who confer with booksellers and accept their opinion, which is entirely impossible in the departmental system. Still further, as gift books, the lowest price precludes the possibility of giving them to the minds of many buyers. Clerks in department stores can never give the attention to customers regarding books as is requisite to secure steady customers.

Expansion in book and stationery lines has been fully discussed in various issues, and most dealers are unanimous in recognizing its feasibility and profit possibilities. The book store in a new form as the result of natural evolution will always be with us.

* * *

Preserve this number for reference. It contains the regular half-yearly list of books published in Canada.



THE STUDENT'S SET OF DRAWING INSTRUMENTS

PREPARED FOR USE WITH PROFESSOR BAKER'S GEOMETRIES

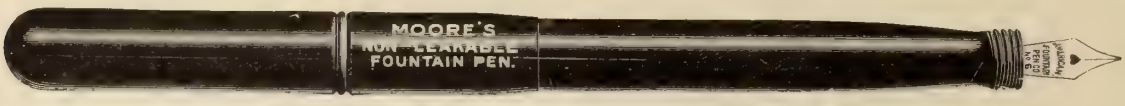
EACH SET CONTAINS:

Parallel Rulers
Protractor
Compasses
Dividers
Set Square
Graduated Ruler

These are put up in a neat, strong cloth box, and retail at 50c.

There is an increasing demand for this article among Students, as it is required by all who use the books.

W. J. GAGE CO., LIMITED, TORONTO.



MOORE'S NON-LEAKABLE FOUNTAIN PEN

Never soils the fingers or clothing with ink.

Can be carried in any pocket, either end up.

CLEAN To Use, To Carry, To Fill, To Handle

THE ONLY
LADIES' FOUNTAIN PEN

Never leaks

Never dries up

Strictly high grade

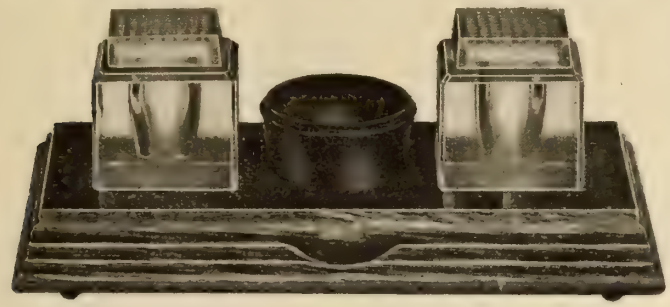
Unconditionally Warranted

W. J. GAGE CO., LIMITED, TORONTO.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

BROWN BROTHERS, Limited, have recently added to their large and varied line of wood base inkstands some new lines destined to become very popular, illustrations of which are shown herewith. No. 816 is fitted with two pressed glass bankers' inks and one new style pin cup, the latter fitting being designed specially for use with their bank pins, which are sold in bulk done up in half pound boxes. The line is made in both golden and antique quarter-cut oak and has the new centre

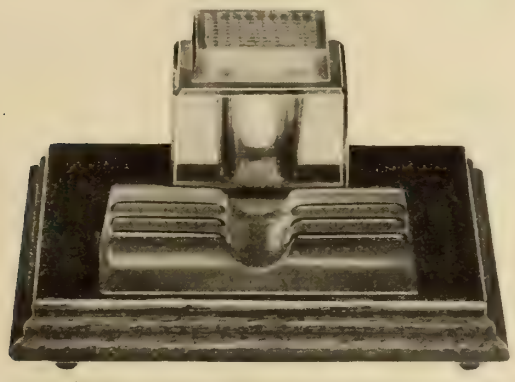


No. 816.

groove in the pen tray which renders the picking up of the penholders much easier.

* * *

The other stand illustrated here is specially adapted for use in libraries and on board-room tables, being fitted with one 3-inch genuine cut glass banker's ink bottle and pen block to match. An important feature of the inkstands manufactured by this firm is that they are all fitted with their Peerless Non-Scratching Rubber Feet which



prevents absolutely the unsightly scratches so often seen on desk tops.

* * *

It is not too early to think about Easter cards. This year the Copp, Clark Co., Limited, are placing on the market an assortment of Easter post cards, in addition to a big range of ordinary Easter cards.

* * *

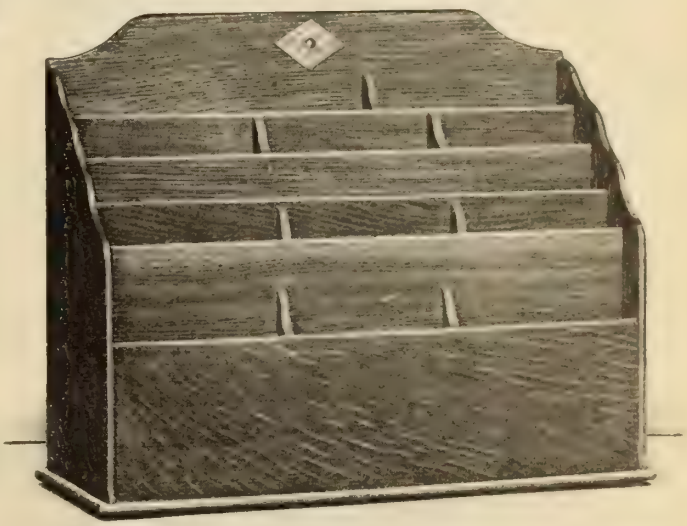
G. A. Weese & Son, Toronto, are making a specialty just at present of tablets and scribblers at low price. They have several new tablets on the market ranging in price from 5c to 25c at retail. These pads are made up of blue and white linen stock. A leader is the "In Days of Yore" tablet. Their assortment of scribblers to retail at 1, 2 and 3 cents is extensive. They offer special prices for quantities and will make up designs to order.

* * *

A line of commercial notepaper, which quite took my eye was "Stratford Writings," a new product being marketed by Warwick Bros. & Rutter, Limited. The sheets are single, Windsor size, antique vellum finish, cream only, hand made deckle edge. For commercial purposes or for gentlemen's correspondence "Stratford Writings" are the correct thing.

* * *

The Brown Brothers, Limited, are also showing a complete range of stationery cases, No. 954 being the larg-



est of four sizes which are all made in golden quarter-cut oak and mahogany finishes, and with divisions to fit the standard sizes of stationery. These cases are fitted with handsome oxidized escutcheons and rubber feet.

* * *

"Puritan Wove" is the name which Warwick Bros. & Rutter, Limited, have bestowed on a handsome new line of notepaper they are placing on the market this season. The stock is antique vellum finish and comes in cream only. The notepaper is made in both Boudoir and Duchess sizes. The envelopes have the favorite long square flap.

* * *

Among the novelties being introduced by Warwick Bros. & Rutter, Limited, is the "Compo" school box of slate pencils, made of composition, each pencil covered with red, white and blue paper. The boxes come in two sizes. One contains 4 sticks and sell at 2 cents. The

other holds 10 sticks and retails at 5 cents. This firm shows a complete new series of high-class Japanese tissue paper napkins embracing twenty new numbers. They also show something new in genuine American Russia leather desk pads for high class retail trade. They announce the receipt of a new shipment of "Unimatie" loose leaf price books, in four sizes, oblong and upright.

* * *

Notwithstanding the severe trials The Brown Bros., Limited, have passed through, they are as full of spirit as ever, and are determined to make the year 1905 the banner year in the firm's history. Particularly is this so in their leather goods department. While the season is not sufficiently advanced for them to show a full line of their usual output, they are, however, planning to put on the market a full line of fancy leather goods that for value and finish they feel confident will excel all former efforts on their part.

* * *

Several new things were shown me in the showrooms of Warwick Bros. & Rutter, Limited, in the playing card line. The Multi playing card pack contains 53 different picture backs in Congress cards. For souvenir purposes, for decoration, or for solitaire, this is an excellent pack. Then for card parties, the new initial series is most appropriate. All the letters of the alphabet are in stock. Also they have now on hand the last issues of Congress backs, the Lily, Military, Spanish, Shower and Violet.

* * *

The standard popular papers made by The Copp, Clark Co., Limited, are "Lingerie," "Linen Lawn," and "Plashwater Mill." These are put up both in notepaper and papeterie boxes, with envelopes to match. There are three sizes, Regina, Salisbury and Rex. The call seems to be now for the Salisbury size, which is the middle size of the three.

* * *

It is now nearly twenty years since "Irish Linen" pads were first introduced to the trade by The Copp, Clark Co., Limited. Their continued popularity is one of the features of the Canadian stationary trade, and to-day it taxes the manufacturers to keep up a sufficient supply.



They were originally one of the Chester series of pads which included "Antique Vellum," "Ivory White," "Queen City," and "Irish Linen." Only the last three are made to-day.

* * *

W. J. Gage & Co., are now installed in their new factory on Spadina avenue and are daily adding new lines of manufactured goods to their stock. Their travelers, who started on their respective trips early in January, are showing many new lines of manufactured stationery, and also all the latest novelties in stationers' sundries. They anticipate an even larger trade than usual.

* * *

The new offerings of papeteries this season, made by The Copp, Clark Co., Limited, are as follows: "Touraine,"



Two of the new Copp, Clark Papeteries



A new 1905 Papeterie.

a crash finish paper, Salisbury size in white, blue and grey; "Colborne Fabric," a light linen finish paper, Salisbury size in white, blue and grey; "Derbyshire," crushed paper, Salisbury size; and "Old Irish," white kid Plashwater stock, Salisbury size.

* * *

I have been informed that Warwick Bros. & Rutter, Limited, Toronto, have been appointed sole Canadian agents for Arnold's inks and mucilage. This great ink firm was established in the 18th century and has flourished ever since. I was shown the new style of glass bottle to be used in Canada. It bears a label in six colors and carries a patent pour-out of wood and rubber, which controls the fluid so completely that a fountain pen can be filled directly from it. Warwick Bros. & Rutter will carry writing, copying, combined and ledger red inks and mucilage. They will also introduce a new style bottle, being a traveler's fountain pen filler in a dainty wood container, to retail at 25c.

* * *

The Copp, Clark Co., Limited, have on show a full line of tally cards, which include some very striking and pretty designs. Gibson drawings are made use of to good effect and there are also Jap and Indian designs, and hunting, fencing and motoring scenes.

* * *

All styles of their new No. 5 account book are kept in stock at the warehouse of the Copp, Clark Co., Limited. No. 5 is a strong, serviceable book bound in Russia leather and green cloth, with azure paper and unit rule.

* * *

All the latest Congress playing cards are now in stock at the warehouse of the Copp, Clark Co., Limited, including the new combination pack, the "Multi." In this connection, reference might be made to their amusing and useful Grand Slam Bridge score cards. Each card bears

We Have Been Asked the Question

"Why do you claim 'Koh-i-noor' Pencils to be the Standard Pencils of the world?" We will tell you :

BECAUSE of their *splendid quality*.

BECAUSE every sale makes a pleased customer.

BECAUSE they *never* become "dead" stock.

BECAUSE they are worth their cost *always*.

BECAUSE they suit every purpose of a pencil, being made in 17 degrees.

BECAUSE a dealer can *always* suit a customer with "Koh-i-noor" Pencils, and rarely can with others.

BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. *Koh-i-noor* Pencils *sell quickly*, and without special effort on the dealer's part.

BECAUSE it pays to handle and be identified with such high-class goods.

We can give more reasons, if necessary, and we believe other dealers can, too.

McFARLANE, SON & HODGSON,
Wholesale Stationers
MONTREAL CANADA

HIGGINS' INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London
Originators and Manufacturers Inks and Adhesives
MAIN OFFICE, 271 Ninth St., FACTORY, 240-244 Eighth St., BROOKLYN, N.Y., U. S. A.

BROWN BROS.
LIMITED
Wholesale and Manufacturing Stationers
Again Doing Business at the Old Site
51-53 Wellington St. West, TORONTO

Have already on hand, a very full and COMPLETE "UP-TO-DATE" STOCK with New Goods coming to hand every day.

Paper
of every make. Writing, Bond, Linen, Ledger, Printing, Cover, Tissue, Copying, Manilla, etc.

Stationery and Office Supplies
Envelopes, Inkstands, Ink, Pens, Pencils, Letter Balances, Cash Boxes, Rubber Bands, etc., etc.

Account Books
New lines, all sizes. Ledgers, Journals, Day Books, Cash Books, Letter Books, Dockets, Trial Balances, Indexes, Time Books, etc.

SPECIAL PATTERNS—Ruled, Printed and Bound to any style, unexcelled for value.

Memorandum Books
An exceptionally fine line, all sizes and styles. Ruled Cash, Faint, Quadrille, also Indexed.

Printers' Supplies
Complete stock. Cardboards, Cards, Tags, Headings, etc.

Binders' Material
Everything required. Leather, Thread, Board, Cloth, Marble Paper, etc.

Leather Goods
Preparing New Goods for the Times. Bankers' Cases, Wallets, Bill Cases, Card Cases, etc.

Specially New Goods
Just added to stock.

Swiss Cambric Note and Envelopes.
Crepe Tissue all New Shades, very large Stock.
Pirie's Fancy Stationery, Envelopes, etc.
Calling Cards, New Styles, Sizes and Qualities also Mourning.

Call and see our New Warehouse, we cannot possibly enumerate all to be seen there, as additions are constantly being added. Letter orders will receive prompt attention.

BROWN BROS.
LIMITED
Phones M. 3852, 3853. Established Half a Century.

a clever and appropriate little sketch and all are padded together for convenience in use. They also handle the new score card, perfected by Mr. J. S. Wallace, of the Whist League. This card is ruled both back and front, allowing for the keeping of a summary of the games on the back.

* * *

My attention was called while in W. J. Gage & Co.'s warehouse to a little article illustrated here—the Gravity Stylo Pen. This is used like a pencil, but is filled with ink and is specially recommended for manifolding, ruling



and billing, for salesmen, telegraph operators, canvassers and agents. It has nothing about it to get out of order and can be retailed at $1.00.

* * *

White sealing wax has always been a desideratum and I am pleased to say the Copp, Clark Co., Limited, have at length secured this article, which they are handling three sticks in a box to retail at 10 cents.

* * *

Wonderful results are to be obtained by the use of "Crayola," a composition crayon, slightly different from the ordinary wax crayon. I was shown sketches done by young children, which possessed all the richness of oil colors. Being a 5c article it is within the reach of everybody.

* * *

"Souvenir post cards will be all the rage this Spring," remarked the junior member of the firm of G. A. Weese & Son, Toronto, "and we expect a big business. We are making up special designs ourselves and hope to have some very nice lines to offer the trade."

* * *

The Copp, Clark Co., Limited, have now in stock a complete line of protractors, compasses, set squares, millimetre rules, etc., for use in the study of plane geometry in our high schools. Dealers should be alive to their interests and push the sale of these articles.

Warwick Bros. & Rutter, Limited, have brought out a new edition of an old favorite, to wit, "Grecian Bond" writing tablets in large octavo and large quarto sizes. "Grecian Bond" tablets have long been standards with the Canadian trade.

* * *

I am told that since the American Crayon Co. introduced their "Water Color Paints" into Canada they have hardly been able to keep pace with the demand. School teachers, scholars and others have taken up the line enthusiastically. The quality of the colors, the unique style of get up, the colors being indexed and being non-poisonous, have doubtless commended them and account for the large sale they are enjoying.

* * *

Our schools are beginning to teach the properties of colors and how by mixing two colors a third may be obtained. In order to assist teachers, the Copp, Clark Co., Limited, have placed on the market a primary color box, containing brushes and two yellows, a red and a blue color.

* * *

Young Bros., Toronto, are putting out some fine new lines of postal cards; the subjects are varied and the printing is of the highest quality. The burnt barber mailing card which is being offered by them has had an enormous sale up to the present and is likely to prove one of the most popular novelties on the market this season.

* * *

In response to a demand for colored crayons which would possess the qualities of the dustless white crayon, the Copp, Clark Co., Limited, have secured a box of dustless colored crayons, to retail at 15 cents

* * *

Since G. A. Weese & Son, Toronto, took over the Canadian agency for the Parker fountain pen, the sales of this popular make have increased largely. The repair shop which they have located in their Toronto warehouse

Dennison's 1905 Napkin Samples

SHOULD HAVE REACHED YOU

THEY TELL THEIR OWN STORY

HELP US CREATE NEW INTEREST BY EXPLAINING THE VARIED USES TO WHICH CREPE NAPKINS CAN BE PUT

OUR "TABLE DECORATIONS" FOR INSTRUCTIONS.

BOSTON, NEW YORK, PHILADELPHIA, CHICAGO, ST. LOUIS.

Dennison Manufacturing Co.

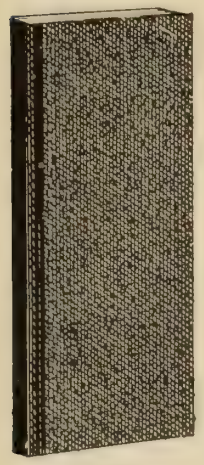
Coristine Building, MONTREAL.

The Secret of Success

Knowing the goods *that sell* is the secret of the Retailer's success.

OUR ACCOUNT BOOKS

are sold by retailers everywhere, so they can truthfully be styled "Goods That Sell."



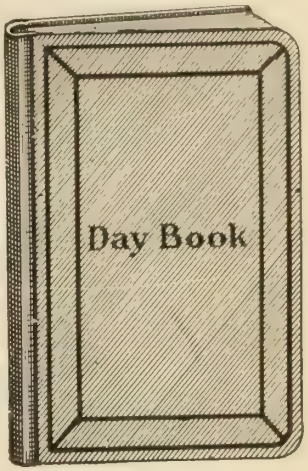
No. 260

No. 26 Cap and Third has Marble Sides, Cloth Back, Opens Flat, is Paged, and may be had Broad, 6½ x 10¾ inches, 200 pp., $2.00 per doz.; 300 pp., $3.00; 400 pp., $4.00. Indexed, 200 pp., $2.40; 300 pp., $3.25; 400 pp., $4.20. Long, 5½ x 12¾, same number of pages and price.

No 260 Cap and Third has Cloth Back, Board Covers, Cut Flush, Red Edges, and may be had as follows: Long, 5 x 12¾ inches, **No. 260/15**, 120 pp., $1.20 per doz.; **260/25**, 200 pp., $1.80; **260/40**, 320 pp., $2.50; **260/55**, 440 pp., $3.60. Broad, 6 x 10¼, same number of pages and price.

PRESSBOARD ACCOUNT BOOKS. These have Cloth Backs' Pressboard Covers, Marble Edges, and are 5 x 12½ inches. **No. 1093**' 60 leaves, 80c. per doz.; **1094**, 80 leaves, $1.20; **1095**, 120 leaves, $1.50; **1096**, 160 leaves, $1.80.

PRIVATE ACCOUNT BOOKS These have Full Canvas Covers, Red Edges, are Stamped on Side, Paged, and are 5¼ x 8¼ inches. **No. 3310**, Day Book; **3311**, Journal; **3312**, Ledger; **3313** Cash Book; 240 pages each. Price, $2.40 per doz.



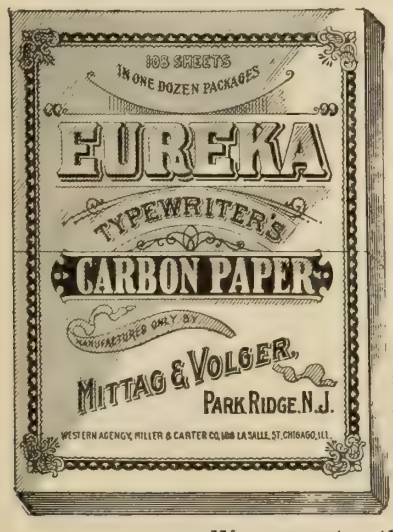
No. 3310

All of first-rate Material and first-rate Manufacture

The COPP, CLARK COMPANY, Limited, - TORONTO

"OUR LINE"

presents so many advantages that we can demand the attention of all dealers handling Typewriter Ribbons and Carbon Papers.



Eureka and M. M. Yellow Box Typewriter Ribbons

reflect every suggestion in improvement.

Brilliant Write and Copy, Durability and Permanency.

The merits of our goods are above all others.



Send for our New Booklets.

Type-writer Carbons

of Rare Merit absolutely Non-Smutting, Non-Blurring.

Rock - Bottom, Progress, M. M. Eureka Competitor, Mitvol, Silk-spun, Gallinipper.



We guarantee the production of the most perfect goods of the kind on the market.

PENCIL AND PEN CARBONS

T. W. OILS, GENUINE KIND

MITTAG & VOLGER

Sole Manufacturers,

FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,
1016 Park Row Building.

CHICAGO, ILL.,
108 La Salle Street.

LONDON, 4 Queen Street.

PARIS, 21 Rue Du Temple.

is kept constantly busy, pens being received for repair by every mail. The trade seems to have appreciated the effort made by G. A. Weese & Son, to accommodate the repair trade in Canada.

* * *

Assorted elastic bands in various colors, shapes and sizes, put up in special boxes, are offered by the Copp, Clark Co., Limited. The various sizes can be retailed at 50c, $1.00 and $1.50 and should prove serviceable in any office.

* * *

For good general trade, the three papeteries, "Imperial Monarque," "Seveca" and "Dawn," manufactured by Warwick Bros & Rutter, Limited, can be recommended. The notepaper is regent size, cream and white, ruled or plain and is made of superfine wove writing stock.

* * *

I was shown an extensive line of attractive looking picture post card albums in the show rooms of the Copp, Clark Co., Limited. These goods are of English make and are well put together. There are various sizes, shapes and colors and prices range from $2.75 to $36 per dozen.

The Copp, Clark Co., Limited, have placed on the market a lithographed "At Home" card, boxed in an artistic grey box. These are much superior to the ordinary printed card.

* * *

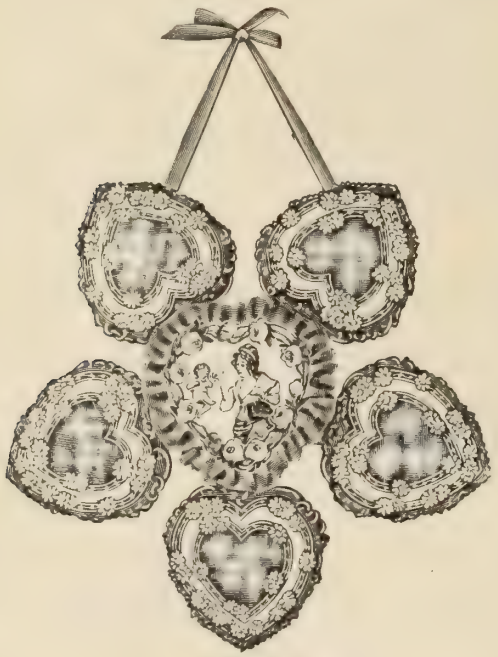
A new line in a gilt J pen has been added by the Copp, Clark Co., Limited, to their series of crucible steel pens. The attention of the trade is directed to the fact that the silvering of these pens tends to prevent corrosion and renders the life of a pen two or three times as long as that of the ordinary pen.

* * *

A new map of Africa has just been received from the King's map maker, Edward Stanford, by the Copp, Clark Co., Limited. It is right up to date in every particular. Every school in Canada should have one of these maps and there is no reason why Canadian stationers should not supply them.

VALENTINES

ST. VALENTINE'S DAY is near at hand again and the pretty custom of giving valentines will once more be the rage. This year the swain who purposes to present his sweetheart with an appropriate token of his love will experience no difficulty in getting something to suit his taste. From such a range as that shown, say by the Copp, Clark Co., Limited, the most fastidious taste can be suited.

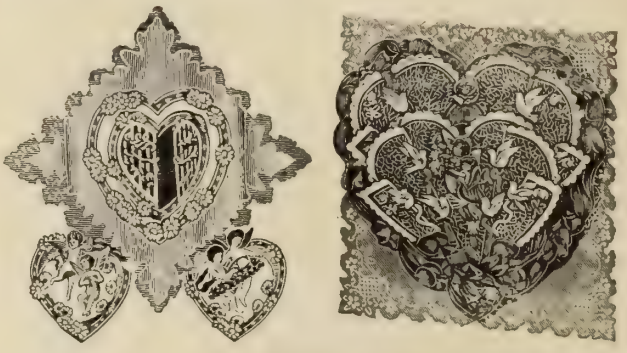


Star with hearts at each point, one having openwork centre filled with silk puffing. Heart card in centre edged with pinked silk.

First there are the elaborate lace valentines, richly embellished and ornamented with lace. The central themes include hearts, flowers, birds, cupids. These are all worked in in tints and gold, to match the variegated lace work. Each valentine is put up carefully in a box, the exact size of the card. Prices range from 1c to 50c.

The range of novelty valentines is even more bewildering, extending from simple single pieces to complicated designs, strung together with ribbon and from plain figures to intricate outlines. Heart shapes are most seen, though other novelty shapes are present in large numbers. These goods run up in price from 20c. as high as $15. Each is enclosed in a cardboard box.

Novelty assortments, packed in cartons, are also to be seen this year, ranging from $1 to $18 per dozen. These are also most elaborate in conception. Valentine drops, as usual, occupy a prominent position and embrace a huge variety of designs. Scenic cards, which open out to disclose all manner of hidden secrets, are once more to the fore.



Two Elaborate Novelties.



Novelty Styles.

This year the Copp, Clark Co., Limited, offer a new line of valentine cards, on which the designs of the Canadian Komic Valentines have been reproduced. These can be sent through the mails and should prove most popular. They can be retailed at 2c each. Other choice and appropriate designs in Valentine post cards are also shown.



VALENTINES





St. Valentine's Day

February 14th

We carry and control the most unique and up-to-date lines offered to the Trade

Lace Valentines, to retail from 1c. to 50c. each

ENVELOPES FOR LACE VALENTINES

Comic Valentines, to retail from 1c. to 5c. each

Valentine Novelties, to retail from 1c. to $2.00 each

Valentine Cards. 19 Different Assortments

Valentine Drops. 15 Different Assortments

Scenic Valentine Cards. 13 Different Assortments

Valentine Post Cards,

BOX NO. 42 — NO. 43 COMIC — NO. 44

50 ASSORTED CARDS IN EACH BOX

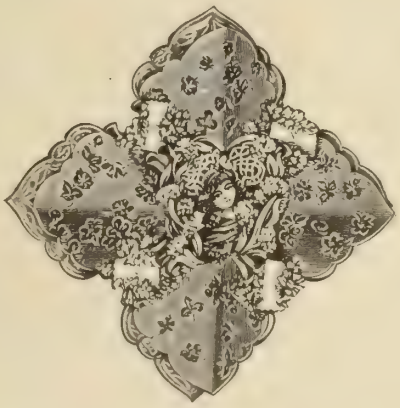
ASK FOR OUR DESCRIPTIVE VALENTINE CATALOGUE

Special New Line

"Kanadian Komic" Valentines

NEW SUBJECTS
ORIGINAL TREATMENT
ORDINARY KOMIC
ORDINARY TRADE KOMIC

Printed in English and French. These are sure to "PLEASE"



Valentine Post Cards

"Kanadian Komic"

VERY "INTERESTING"

Ordinary and Komic Trade Designs assorted.



THE COPP, CLARK COMPANY LIMITED

WAREHOUSE: 64 and 66 Front St. West
FACTORY: 67-71 Colborne St.

TORONTO



MAGAZINE COUNTER

ALL the magazines have started the new year well. A feature of the month has been the reduction in price of the Pall Mall Magazine, of which there is now a Canadian edition at 15 cents. The Christmas numbers were in large demand as usual and most of them were of a high order of merit. For the benefit of dealers the following special features in current and forthcoming issues are supplied.

Acta Victoriana (Christmas). Representative Canadian writers have contributed to this excellently printed and illustrated number, among them being Goldwin Smith, Pelham Edgar, Judge Dean, Verna Sheard, Agnes C. Laut, "Serams," Principal Auden, Joanna E. Wood. C. C. James, J. W. Bengough and many others. Published at Victoria University, Toronto. Price, 25c.

American Monthly Review of Reviews (January) contains "Pittsburg—A New Great City," "The New Era in Russia," "War Pictures in Russia and Japan," "A Sketch of Samuel Gompers," etc.

Atlantic (February) will contain "The Democratic Predicament," "George Herbert as a Religious Poet," "The Confessions of a Newspaper Woman," "Put Yourself in Her Place," a first-hand study of the domestic service problem, etc.

Booklovers (January) contains "After the War—What?" "A City Built on Rubies," "A Vindication of American Art," "The Humbler Life of Paris," "The World's Great Volcanoes," "The Rhodes Scholar," "The New Westminster Cathedral," etc.

Bookman (Christmas). A splendid double number, notable for its reproductions of illustrations from leading books of the year. These have been extremely well done.

Bystander. Of all the English weeklies coming to Canada, this is probably the most interesting. It is a profusely illustrated publication of magazine size and its range covers every field of activity. It is well printed on heavy stock and sells at 6d.

Canadian (January) contains "A Month in Curacao," by G. M. L. Brown; "Hon. Charles S. Hyman," a sketch by H. M. Johnston; "Roberts and His Times," by Professor Cappon; "Sir John Beverley Robinson," by the Editor; the first installment of a new serial, "The Builders," by Eric Bohn, etc.

Cassel's. (January). Starts the New Year well. The serial is by Max Pemberton. There are illustrated articals on the "Rulers of the British Navy," "Old London Bridge," and "Mr. E. S. Willard," with a good supply of short stories.

Century (February). The publishers announce in this and early numbers "Korea and its Emperor," "The Everglades of Florida," "Vesuvius," "Pompeii," "Philadelphia in Art," "The Boston Symphony Orchestra," "Chicago's New Parks," "The Work of the Associated Press," and "The Conflict in Finland."

Chambers' (January) contains the opening chapters of a new serial by John Oxenham, "Giant Circumstances." Other articles are "School Books Old and New," "A Lady Tramp in Canada," "A Holiday in Russian Poland," etc.

Cosmopolitan (January) contains "The Delusion of the Race Track," "The Siege of Sevastopol," "The Jefferson Bible," "The Manufacture of Musical Instruments," and several excellent short stories.

Craftsman (December). A remarkably artistic number. A few choice articles are "Indian Basketry," "The Potter's Art in Korea," and "Art in the Home and in the School."

Forum (January) contains the usual review of politics, foreign affairs, finance, science, literature, etc., and such special articles as "German and American Forestry Methods," "Physical Deterioration in England," etc.

Lady's Home Magazine of Fiction (January). This is a great repository of first-class fiction. Two new series start in this number, "Episodes in the Life of a Lady Nurse" and "The Adventures of a Milliner." As usual pictures are a feature.

Lippincott's (February). The novelette will be "A Transaction in Rubies," an insistent tale of stolen rubies, with a termination which has never before appeared in fiction.

Macmillan's. (January). Contains "Sir Henry Norman," "A Commission of Enquiry," "The Dutch Undergraduate," "Shakespeare's Boers," "Benjamin Disraeli," etc.

Metropolitan (February). In this number will appear the first of a series of articles by Arthur Heming, the artist-author-traveler, on fur hunting in Northern Canada, dwelling chiefly on the romantic and adventuresome side of the life of the Indian hunters.

Pall Mall (February). This is now a 15c magazine and a marvel at the price. For February the editors promise complete stories by Beatrice Harraden and Arthur Morrison, an installment of H. G. Wells' new novel "Kipps," another of the "Raffles" stories, by E. W. Horning, and other features.

Political Science Quarterly (December contents) "Present Problems of Constitutional Law," "Parliamentary Obstruction," "The Courts on Restrictive Labor Laws," "Texas Revolutionary Finances," "A Gold Standard for the Straits," "Trial by Jury in Germany," and "Municipal Corruption."

Scribner's (February) will contain "The Progress of Socialism," "Italian Recollections," by Madame Waddington; "The Lights and Stars of Broadway," by John Corbin; "The War Correspondent and his Future," and an installment of Edith Wharton's new novel "The House of Mirth."

Theatre (January). This most interesting and artistic publication comes to hand with a striking cover on which is vividly portrayed a colored picture of pretty Miss Lotta Faust as she appears in "The Wizard of Oz." The number gives full information about recent plays and is brightened with many portraits. Among these are Julia Marlowe, Sir Charles Wyndham, Nat. C. Goodwin, James K. Hackett.

Windsor (January) contains the second installment of "Ayesha," the sequal to "She," by Rider Haggard, and contributions by Agnes and Egerton Castle, E. P. Oppenheim and many others.

World To-day (February) will be a "New West" number, and will discuss all phases of the development of the Western States.



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WATER COLOR PAINTS
IDEAL FOR HOME AND SCHOOL.

Nothing that has been introduced in recent years in the line of Colors for School and Home use has been so rapidly adopted.

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THE AMERICAN CRAYON CO.
Makers of every description of White and Colored Chalk and Crayons.
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Six lines retailing at from 5c. upward. Splendid sellers. Order from wholesale houses.

Stray thoughts on
KOH-I-NOOR PENCILS

My **BEST FRIEND** is he who **wears longest.**

My **DAILY FRIEND** is he whose presence makes life run **smoothly.**

My **KINDEST FRIEND** allows errors to be **erased** quickly.

My **LADY FRIEND** leaves an **indelible** impression.

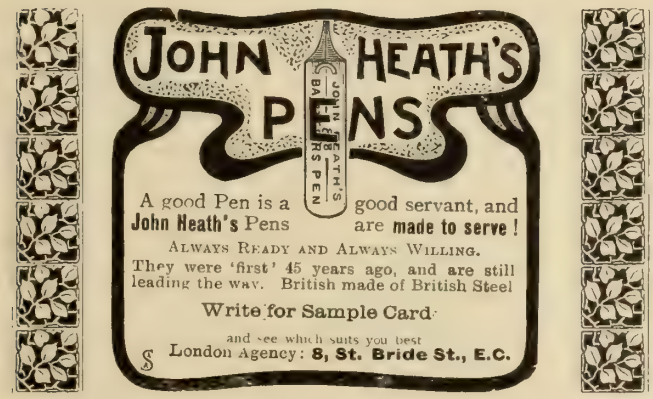
Just like
KOH-I-NOOR and **MEPHISTO Pencils**

RICHARDSON & BISHOP
Manufacturing and Office Stationers, - WINNIPEG

JOBBERS

who place their orders for Tally Cards, Dinner Cards and Novelty Stationery, without seeing the new Elliott line of these goods for 1905, which will be ready January 1st, will have lost the best opportunity for profit ever offered to the trade.

THE CHAS. H. ELLIOTT CO.
PHILADELPHIA, PA., U.S.A.



SIGNS

The Martel-Stewart Co's Signs are good Signs—why not use them? We can supply you everything from the smallest Show Card to the finest Store Sign. Write for quotations on anything you want.

The Martel-Stewart Co.
681-683-685 Craig St., Montreal

Souvenirs

Our travellers are now showing our new and exclusive Novelties in Souvenirs for 1905.

They will visit all points in Canada and every dealer should certainly see the line.

SPECIALLY WORTH MENTIONING ARE OUR

Postal Cards—**Typical Canadian Designs. Local View Cards in black and white, colors. Embossed Cards. Burnt Leather and other Novelty Mailing Cards.**

Leather Novelties—**Burned, Embossed, Painted, Enamelled and Appliqued in vast variety.**

Indian Goods. Souvenir Stationery and View Books. Local View Medallions and Hand-painted Novelties. Paper Weights. Paddles, etc., etc., etc.

The Rage—
Burnt leather private mailing Cards
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WE ARE MANUFACTURERS, NOT JOBBERS.

YOUNG BROS. Manufacturers of Fancy Goods
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The Picture Post Card House
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(Established 15 years)

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Justify us in believing we have the **Right Goods** at the **Right Prices.**

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SAMPLES ON APPLICATION.

The Montreal Import Co., 17 St. John Street, **Montreal**

"If you want good pencils, buy the **KOH-I-NOOR** and **MEPHISTO** pencils; they give the best of satisfaction and save your time.

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Clark Bros. & Co.,
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Pictorial Postcards

We keep constantly adding to our already large list of SUBJECTS, the most recent being sets of

HUNTING
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COLORED BATHING

SCENES

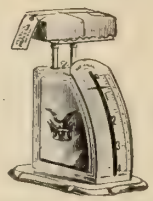
We still have a very good assortment of **COLORED** and **FANCY POSTCARDS,** but as they are going fast, dealers whose stock is running low should order at once.

Our stock of **ALBUMS** is also well assorted and specially good value.

Samples and prices—to the trade only—on application.

The Picture Postcard Co.
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"Highest Award"



National	4 lbs.	$3.00
Union	2½ lbs.	2.50
Columbian	2 lbs.	2.00
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Don't forget to ask for a **PELOUZE POSTAL SCALE.** It means you will get the best Postal Scale that money can buy.

Received Highest Award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best.

"No modern up-to-date office is complete without one"

"Save Time and Stamps."

They tell instantly the exact cost of postage in cents on all classes of mail matter. Always accurate.

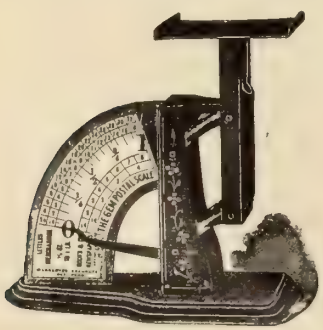


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Mail and Express	16 lbs.,	$5.00
Commercial	12 lbs.	$3.75
U. S.	4 lbs.	2.50
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All Leading Dealers Sell Them. Order Through Your Jobber.

PELOUZE SCALE & MFG. CO.
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MADE IN FOUR SIZES

The "SUPERIOR,"	capacity	4 lbs.	by ½ oz
The "IDEAL,"	"	2 "	" ¼ "
The "GEM,"	"	1 "	" ½ "
The "RELIANCE,"	"	8 oz	" ¼ "

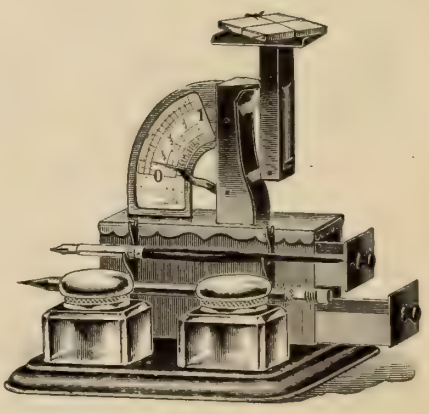
THE TRINER POSTAL SCALE

RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.

Article can be placed anywhere on the platform, yet always show accurate weight. Our successful development of this scientific principle has produced the only perfect postal scale.

They save stamps—Your jobber has them.

Triner Scale & Manfg. Co.,
128-130 S. Clinton St., CHICAGO, Ill., U.S.A.



FAST MAIL

Capacity 1 pound by ½ ounces.

POST-HOLIDAY SELLING FOR STATIONERS

By J. C. Kirkwood

IN the retail stationery trade there is just after the new year a sense of collapse, a lull after a storm, a feeling of exhaustion. The weeks preceding Christmas in a stationery and fancy goods store are abnormally busy and the average stationer is glad when the rush is off. To hope to keep up the Christmas pressure throughout every month of the year is out of the question; at the same time there is no need to let one's business dwindle away to minimum figures. There are ways and means of suggesting purchases to one's customers and others which if pursued diligently and intelligently will yield a profitable return.

One of the most patent things to do after the new year opens is to clear out, even at a sacrifice, the unsold holiday lines. It is not good business to store these away until another Christmas, expecting to mix them up with new goods, and realize full prices for them. Apart from the danger of detection and the inevitable bad impression which would follow, there is the risk incurred in the effort to preserve them—fire, dust, scratching, soiling, mice, moths and breakage, being enemies to be reckoned with. Then, too, there is the capital locked up, which if released could be used advantageously in discounting invoices, reducing indebtedness, purchasing fixtures, or reinvesting in seasonable goods. I heard the other day of a fancy goods dealer in a town in Western Ontario who tied up 500 packages of old goods which he cleared out at 5 cents each. Each package contained a variety of odds and ends of old stock, the original value of which totalled in the neighborhood of $1. These 500 "prize packages" were all sold in an hour or two, the children of the town assembling at his door before 8 o'clock in the morning to capture the unusual bargains. This bargain sale was good business, but better business would have been to have cleared out each season as it came round the overstock of holiday lines.

A good many of the smaller dealers have not yet acquired the courage or idea of selling out remnants or slow-moving goods at sacrifice prices. They wish to have each individual article yield a percentage of profit. These men wonder at the department store methods which cut the price of a line in two, in order to sell it out in a single day. To-day I saw a line of high grade leather goods, the prices of which ran from $2.50 to $25, all offered at just half price. Every piece sold represented a loss, but the department manager was concerned about bigger things. It is his duty to show adequate sales and profits in his department. His principals don't inquire into what each individual article or line paid in the way of profit. They look only at totals. They say to him "Mr. Brown, the stock charged to your department is $5,000. We expect you to turn it over at least once a month and to show us a net profit of 10 per cent." Then it is for Mr. Brown to realize this requirement, or—look for another situation. So you see why it is that Mr. Brown forces sales oftentimes, and advertises his department by "Specials." He doesn't care a snap of the finger whether or not that leather portfolio which cost $6 and which was marked to sell at $9, was cleared at $3; what interests him is the total day's sales in his department.

I know how distasteful it is to many men to have to cut the price of an article, and to cut deep at that, but it is strictly business oftentimes to make these cuts, in order to have the totals—weekly, monthly, yearly—right. Another opportunity to the alert stationer provided with the coming of the new year is the sale of blank books, diaries and kindred office lines. The preparations for this cannot be left until the advent of the new year; they begin weeks before, but the selling campaign begins with January 2nd, and continues generally throughout the month. It is a good practice in this connection to issue a neat folder on the subject of office supplies for the new year, quoting prices, and to mail this to every business concern in the community. Then, too, it is in order to call on these firms and personally solicit their order. To the stationer who will do this will go a goodly volume of business of a profitable kind, and he will at the same time acquire a reputation for energy and push. Business goes to him who goes after it. He who waits for business to come to him is sure to be disappointed.

School supplies are also an active line in January. New scholars will have to furnish themselves with books and pencils, and others are always replenishing their stock. Here again a neat folder naming the necessary books and supplies, quoting prices, can be prepared to advantage and distributed among the pupils.

Social life in January and February is very active. "At Home" cards, special stationery, playing cards, tally cards, wedding invitations are in demand, and can be made to form the basis of bright advertisements in the local newspaper.

The coming of St. Valentine's Day should not be forgotten. Here again newspaper advertising will be found helpful.

In short, there are a multitude of ways in which the stationer who is in earnest can devise to stimulate profitable business during a period that otherwise is apt to be dull.

I close by quoting a business text that is worth reprinting in the boldest type, and hanging where every salesman will see it. It reads: "Create business by suggesting things which people will want but either did not know you could furnish or had overlooked purchasing."

* * *

Good advertising is the kind that pays in whatever form it is presented.

* * *

Part of the secret of advertising successfully lies in getting the best ideas pertaining to your business. Buy them if necessary.

PERSONAL AND TRADE NOTES.

Steadman Bros. have added a stationery department to their news agency in Brantford and have secured a splendid stand.

Mr. T. J. Day, who has conducted a book and stationery business in Guelph for 45 years, has sold out to Scott & Tierney.

Fire did $20,000 damage to the book and stationery store of Granger Bros., Notre Dame street, Montreal, on January 7.

Mr. George McLeod, of McLeod & Allen, Toronto, is at present in New York, arranging for Spring books for the Canadian market.

Mr. A. E. Huestis, of the Bain Book and Stationery Co., Toronto, has been appointed a member of the city's Public Library Board.

Mr. G. W. Booth, late of the Copp, Clark Co., Limited, has gone west to Calgary, where he is reported to have accepted a position in a bank.

Ideas are as essential to progress as a hub to a wheel, for they form the centre round which all things revolve. Ideas begin great enterprises.

Mr. A. A. Hoover, book traveler for Morang & Co., Limited, Toronto, has resigned to accept an important position with Grip, Limited, Toronto.

A change has been made in the proprietorship of Ballantyne's Bookstore at Galt, Mr. Thos. Ballantyne having been succeeded by Mr. E. W. Cumming.

The Consolidated Stationery Co., at Winnipeg, now occupy the whole of the five flats of the building at the corner of Princess street and Bannatyne avenue.

Mr. W. M. Lowery has retired from the book and stationery firm of Lowery Bros., Petrolea, and the business will in future be conducted by Mr. S. M. Lowery.

Mr. J. B. Fraser, who has been city traveler in Toronto for Warwick Bros. & Rutter, Limited, has been promoted to cover the territory from Toronto to Quebec city.

Mr. George Langton, Sr., and Mr. George Langton, Jr., of the firm of Langton & Hall, Limited, Toronto, are in New York making arrangements for the publication of Spring books.

Mr. A. O. Hurst has moved from Wellington street, Toronto, to new offices at 24 Scott street, and will be glad to see his many out-of-town and city friends whenever they can call.

The C. H. Elliott Co., of Philadelphia, have sent out to their friends and patrons a charming art calendar for 1905. The central theme is a beautiful girl's head, reproduced in soft tints as only this company know how to do.

Mr. E. W. Walker, manager of the wholesale book department of the Methodist Book and Publishing House, Toronto, is at present in England, where he is arranging for the publication of Canadian editions of several new books.

On December 24 the sale of the wholesale stationery house of Newsome & Co., Toronto, to Newsome & Gilbert, of the same city, was completed. The consolidated business will be conducted under the firm name of Newsome & Gilbert, Limited.

On December 20, there passed away in Toronto Mr. John Young, for over 35 years Depository of the Upper Canada Bible Society in Toronto. Mr. Young was born in 1827 in Glasgow and came to Canada about 45 years ago. For some years he conducted a book store on Yonge street, prior to assuming the office he held so long.

On December 5, the fine four-storey warehouse of J. & A. McMillan, publishers and wholesale and retail stationers, St. John, N.B., was gutted by fire. The business was established in 1832 and has seven times suffered seriously from fire. The company resumed business almost immediately in premises secured temporarily.

On December 15, the firm of Pettingell & Van Valkenburg was incorporated for the purpose of carrying on business in Regina in stationery, office and school supplies, photo goods, drugs, etc. The company has secured premises in the building formerly occupied by the Union Bank. Both Mr. W. G. Pettingell and Mr. W. M. Van Valkenburg of the new firm were formerly connected with the Canada Drug and Book Co., Regina.

Messrs. Wolf & Son, Battersea, London, lead pencil manufacturers for 117 years, have appointed A. O. Hurst, of Toronto, their Canadian representative, and by common consent the agency is well placed. Wolf & Son enjoy a fine reputation as makers of high grade lead pencils. Their specialty is a pencil known as 'Toughened Lead.'' Mr. Wolf visited Canada last year with gratifying results. Wolf lead pencils are certain to find their way into the hands of a host of people to whom an out and out good pencil is a necessity.

The wholesale department of Messrs. Granger Freres, wholesale and retail stationers, 1603 Notre Dame street, Montreal, near the centre of the wholesale district down town, was damaged by fire Saturday, Jan. 7, to the extent of $40,000. Insurance is $25,000, scattered over several companies. An overheated furnace caused the fire, which by hard work was prevented from spreading to the upper portions of the building. Good work was done by the salvage corps in spreading covers over the stock, and thus preventing considerable damage by smoke and water.

Mr. A. O. Hurst is back in Toronto from his Old Country trip, and looks more contented than ever. While abroad he visited Paris, and during the week he spent there he was affected with voluntary insomnia. He also spent some time in Ireland, and kissed the Blarney Stone to make assurance doubly sure when he should return to Canada to wheedle the jobbing trade into buying his lines. Mr. Hurst was away all told ten weeks. Incidentally it may be said that Mr. Hurst reports a heavy increase in the Canadian sales of his two English agencies—Goodall's playing cards, and Stephen's inks.

Mr. John Sutherland, of the firm of J. & J. Sutherland, Brantford, Ont., has recently purchased at Dunelg, Woodstock, Ont., an extensive library and curios of the late Colonel Skinner. The library consists of over 20,000 volumes and among these are many rare works such as ''The Black Letter Bible,'' 1588, the rare ''Breeches'' Bible, 1589; a German Bible of 1670, a Latin Bible of 1581 and a new testament of 1601 and many other ancient books. The Messrs. Sutherland contemplate arranging, classifying, listing and cataloguing volumes and curios in the new year and handling the entire collection of antiques, curios and books from Woodstock where they will open a first-class establishment in March to import and sell books, stationery, fancy goods, etc. It is confidently expected that the new branch will vie with the sixty years established Brantford house.

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM.

London Warehouse : 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.

Silence is Golden

Especially when you wish to write quietly. Secure restful quiet by using **Golden Silent Smooth** writing

Koh-I-Noor Pencils

Mephisto Copying Pencils 73B and 77 are conceded to have the largest sale of any copying pencils now on the market, and they cost more than inferior makes.

Other well known high grade lines are Koh-i-noor Tracing Cloth; "H" Pliable Rubber, Grey and Pink.

The Brown Bros., Limited, Toronto
Direct Canadian Importers

MONTHLY BULLETIN.

SHELF PAPER
A new Dennison creation, crinkle Crepe Paper, 6 colors, 10 ft. to fold.

TOILET PAPER
The Sultan, a new brand just manufactured for us. Rolls, Ovals, and Squares. Cheap but good quality.

WRITING TABLET
"In Days of Yore" Linen, a good selling Tablet to sell at 25 cents.

ENVELOPES
A full line of Envelopes in stock. Our "Legal" is a winner.

PENCILS
We carry a big line of American Lead Pencil Co. and Eagle Pencil Co.'s goods. Some new Assortments that are big sellers.

SOUVENIR POST CARDS
Special designs made to order. This is our specialty.

WRITE FOR PRICES.

N.B.—Parker Fountain Pens are selling great.

G. A. WEESE & SON, 44 Yonge St., TORONTO

REMEMBER!

The Government Analysis of "JAPANESE" brand INKS places them superior to other inks in permanence and general usefulness.

THEY'RE PERFECT

You will find them the best selling inks you have ever handled.
Our Booklet gives the detailed analysis.

WRITE FOR IT.

THE COLONIAL INK CO. LIMITED
PETERBOROUGH
CANADA



Typewriter Ribbons, Pen, Pencil and Typewriter Carbon Duplicators, Stencil Papers and Inks, Hectograph Composition, Hectograph and Rubber Stamping.

Agents Wanted Everywhere.

Sold to the Trade Only.
Prices on Application.

MADE IN CANADA.

THE LATEST MUSIC

"Valse Delicia" for piano, by Camille Faure. A waltz of the slow, dreamy sort so popular at the present time. It has decided merit from a musical point of view, and is sufficiently ambitious to be styled a concert waltz. The harmony is striking and will in itself insure the success of the most original offering of the season. Whaley, Royce & Co., Toronto.

"Won't You Fondle Me?" Song; words and music by Kendis & Paley. A pretty sentimental song, appropriately scored. Whaley, Royce & Co., Toronto.

"Go On and Coax Me." Song; words by A. B. Sterling, music by H. Von Tilzer. One of the hits of the season and in Harry Von Tilzer's happiest vein. This song is recommended to lovers of sentimental songs. Whaley, Royce & Co., Toronto.

"On a Good Old Winter Night." Song; words by J. T. Quirk, music by D. Rose. A melodious waltz song with plenty of swing. Whaley, Royce & Co., Toronto.

"My Girlie Girl." Song; words by F. F. Feist, music by T. S. Barron. A first-rate song with a suggestion of rag-time in the accompaniment; featured in the new musical comedy success "The Errand Boy." Whaley, Royce & Co., Toronto.

"The Land Across the Sea." Waltz, by Clothilde. A very pretty suite of three waltzes and coda, being an adaptation of D' Auvergne Barnard's popular song of the same title. Whaley, Royce & Co., Toronto.

"Queen of the Surf." March, by J. H. Klohr, composer of "The Bill Board March." A bright, tuneful march with plenty of dash and swing that ought to make it popular, particularly with orchestras and military bands. Whaley, Royce & Co., Toronto.

WALL PAPER

PAPERING THE FLAT.

WHEN the Hamlins found that it was going to cost $40 to paper their five-room flat Mrs. Hamlin declared she would do the work herself and save half the money.

"Nice work you'd make of it," said her husband. "You'd just about get the whole place torn up and then expect me to help you out. I've signed a lease for two years and we'll go ahead and have it done and have it done right."

But Mrs. Hamlin was determined and finally her husband gave in, first making her promise not to expect him to help her. If you do undertake this thing, Sally, you've got to go through with it," he said. "Only I advise you not to try it."

She spent three days hunting for bargains in wall paper and at last she bought enough for the rooms for $14. She got bargains too, even if they were not exactly what she had planned to buy. Anyway she was $30 ahead—that is, she would be when the paper was on the walls.

She had no trouble in getting the ceiling tinted to her satisfaction and then she began to strip off as much of the old paper as she could. The first night she looked so tired that her husband relented and finished peeling off the paper himself. She was grateful for that assistance, but when he said positively that the walls would have to be sized Mrs .Hamlin felt he was an enemy to her peace. But she had set out to do the thing right and so she procured some glue and with the paste brush which cost $2, she sized all the walls.

She made a great pail of paste, according to the directions of the good-natured paperhanger who had made the estimate on her rooms in the first place. The same man let her have an old pasteboard, shears, knife and ruler. Mrs. Hamlin did feel a little guilty in borrowing these things when all she had bought of him was her paste brush, but then he seemed so perfectly willing to let her have them and even let his man carry them home for her.

She measured and cut her strips of paper without making a single mistake, and she was astonished herself that the paper went on so smoothly. It took her one whole day to bring two sides of the parlor to perfection, but then it was perfection, and she went to bed that night tired to the point of exhaustion, but happy.

She hurried through her morning's work, because she was anxious to finish the parlor that day. She opened the door at last and was in the middle of the room before she noticed anything strange. Then she simply stared, open-mouthed. Every strip of paper was loosened from the walls, and had either fallen flat to the floor or hung loosely in hideous bubbles and wrinkled.

It never occurred to this persevering worker that there was anything to do but to strip it all off, apply fresh paste, and once more brush it back on the walls. This she accordingly did, and also made good headway with the two remaining sides during the afternoon.

It was not without some feeling of anxiety that Mrs. Hamlin opened the parlor door the next morning. There was paper on four sides now to flop, to bubble, to wrinkle and it had all happened! Clearly something was wrong.

She went out to interview the paperhanger who had befriended her. She brought him over to the house. He looked at the hanging paper and the wall behind it.

"No wonder your paper won't stick; that sizing is like varnish. Who told you to put that on?"

"That was Mr. Hamlin's idea," she said doubtfully.

The man made an estimate of the cost of completing the rooms as follows: Washing off size and papering five rooms $30; new paper for parlor, $8. Mrs. Hamlin told him to go ahead.

IMPORTANT AGENCY APPOINTED.

The Canadian trade will be interested to learn that Perry & Co., Limited, of London, England, manufacturers of steel pens, rubber bands, inks, etc., have appointed Menzies & Co. of Toronto their sole Canadian agents. Menzies & Co. will cover the trade both wholesale and retail.

Music Orders attended to promptly and satisfactorily

Headquarters for all the Standard and Popular English and American Musical Works.

Anglo-Canadian Music Publishers' Association

ASHDOWN'S **88 YONGE STREET, TORONTO** Limited

The TOPAZ PENCIL

As good as any at any price.
Better than any at the same price.

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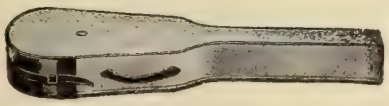
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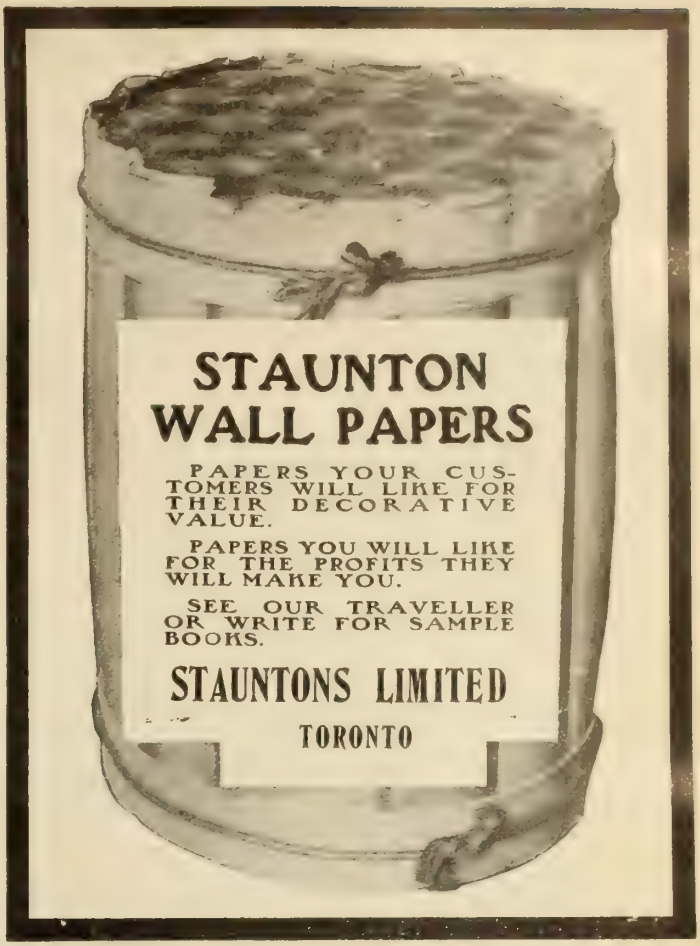
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4. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark
5. "The Prospector," by Ralph Connor. Westminster.
6. "Dr. Luke of the Labrador," by Norman Duncan. Revell.

BRANTFORD.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "Little Shepherd of Kingdom Come," by John Fox. McLeod & Allen.
6. "The Otherwise Man."

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
4. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
5. "The Wings of the Morning," by Louis Tracy. McLeod & Allen.
6. "The Man on the Box," by Harold McGrath. McLeod & Allen.

COLLINGWOOD.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Coming of the King," by Joseph Hocking. Copp, Clark.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "Sir Mortimer," by Mary Johnston. Poole Pub. Co.
6. "Little Shepherd of Kingdom Come," by John Fox. McLeod & Allen.

GUELPH.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
5. "The Masquerader," by K. C. Thurston. Harpers.
6. "The Second Mrs. Jim," by Stephen Conrad. Page.

HALIFAX.

1. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
2. "The Prospector," by Ralph Connor. Westminster.
3. "Life of G. M. Grant," by W. L. Grant. Morang.
4. "Traffics and Discoveries," by Rudyard Kipling. Morang.
5. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
6. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

HAMILTON.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "The Mountains," by S. E. White. Morang.
4. "Tim Moore," by T. B. Save.
5. "The Masquerader," by K. C. Thurston. Harpers.
6. "Brewster's Millions," by G. B. McCutcheon. McLeod & Allen.

KINGSTON.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Prospector," by Ralph Connor. Westminster.
3. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "Dr. Luke of the Labardor," by Norman Duncan. Revell.
5. "The Lightning Conductor," by Williamson. McLeod & Allen.
6. "When it was Dark," by Guy Thorne. Musson.

MONCTON.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Prodigal Son," by Hall Caine. Morang.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.
6. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

MONTREAL.

1. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
2. "The Prospector," by Ralph Connor. Westminster.
3. "The Masquerader," by K. C. Thurston. Harpers.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "Monarch, the Big Bear," by E. T. Seton. Morang.
6. "Kate of Kate Hall," by E. T. Fowler. Briggs.

OTTAWA.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
4. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
5. "The Prodigal Son," by Hall Caine. Morang.
6. "Double Harness," by Anthony Hope. Copp, Clark Co.

PETERBORO'.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "Jess & Co," by J. J. Bell. Copp, Clark.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.
6. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.

PORT ARTHUR.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
4. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
5. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
6. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

ST. CATHARINES.

1. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
2. "God's Good Man," by Marie Corelli, Briggs.
3. "The Prospector," by Ralph Connor. Westminster.
4. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
5. "Old Gorgon Graham," by G. H Lorimer. Briggs.
6. "The Princess Passes," by Williamson. McLeod & Allen.

TORONTO.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "The Princess Passes," by Williamson. McLeod & Allen.
6. "God's Good Man," by Marie Corelli. Briggs.

VANCQUVER.

1. "The Prospector," by Ralph Connor. Wes minster.
2. "God's Good Man," by Marie Corelli." Briggs.
3. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
4. "The Prodigal Son," by Hall Caine. Morang.
5. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
6. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

VICTORIA.

1. "The Affair at the Inn." by K. D. Wiggin. Briggs.
2. "The Prospector," by Ralph Connor. Westminster.
3. "The Masquerader," by K. C. Thurston. Harpers.
4. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.
5. "Double Harness," by Anthony Hope, Copp, Clark.
6. "God's Good Man," by Marie Corelli. Briggs.

WINNIPEG.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr Luke of the Labrador," by Norman Duncan. Revell.
3. "The Masquerader," by K. C. Thurston. Harpers.
4. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
5. "The Prodigal Son," by Hall Caine. Morang.
6. "God's Good Man," by Marie Corelli. Briggs.

CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "The Prospector," by Ralph Connor	164
2. "Dr. Luke of the Labrador," by Norman Duncan	86
3. "God's Good Man," by Marie Corelli	81
4. "The Masquerader," by K. C. Thurston	65
5. "Old Gorgon Graham," by G. H. Lorimer	48
6. "Beverly of Graustark," by G. B. McCutcheon	46

A STAFF CONFERENCE

ONE of the striking features of modern business management is the periodical conference between principals and staff for the discussion of matters pertaining to business growth. In the United States, this practice brings together many notable gatherings of officers, salesmen and agents, many of whom cross a continent to attend the annual assembly, lasting in some cases an entire week. In Canada, too, the custom is obtaining.

It was such an occasion that brought together in Toronto on Saturday, Dec. 31, 1904, the Montreal and Toronto staffs of The Maclean Publishing Co., whose trade newspapers, The Dry Goods Review, The Canadian Grocer, Hardware and Metal, Bookseller and Stationer, and Printer and Publisher, are known and quoted wherever the English language is spoken.

Among the senior members of the staff present were J. B. Maclean, president; W. L. Edmonds and A. B. Carswell, vice-presidents; A. N. Burns, secretary; P. Forbes, treasurer, and Messrs. F. S. Keith, W. H. Seyler, G. E. Fraser, C. D. Cliffe, W. A. Craick, F. G. Killmaster, Miss Dixon, J. C. Armer, N. Mick, John Cameron, D. O. McKinnon, H. T. Hunter, D. B. Gillies, J. L. Sheather, E. J. Dodd, L. A. Eedy, J. C. Kirkwood, W. C. Russell, H. V. Tyrell, F. M. Alexander, James Anderson, and W. T. Robson, resident manager, New York.

The morning and afternoon were given up to a series of general and special conferences, when many matters relating to the affairs, policy and plans of the company were discussed. Intense interest and animated participation characterized the entire proceedings, and much important business was transacted. One is safe in saying that the coming year will see Maclean's Trade Newspapers take on fresh strength and make their influence even more dominant.

The story of progress in connection with The Maclean Company during the past few years, and particularly during the past two years, has few parallels in Canadian enterprise. The growth of the company during the last two years can be understood by the mention of a few facts, the significance of which will be readily perceived

The Montreal, Toronto, Winnipeg, London and New York offices each maintain a manager with an editorial, subscription and advertising staff.

The editorial staff has been increased from five to fourteen.

The advertising staff from three to eleven. The circulation department has increased from one to six.

The editorial and advertising staff in England has been increased to five, with J. Meredith McKim as manager.

Special permanent correspondents have their headquarters at St. John, Halifax and Vancouver, in Canada; at Birmingham and Manchester, in England; at Paris, France; at Adelaide, Australia, and at Amsterdam, Holland.

During the last half of 1904, four distinct canvasses of Illinois, Ohio, New York and Massachusetts were made by representatives from Toronto and Montreal.

Early this month a member of the staff will visit the West Indies in the interests of the advertising and circulation departments.

The magnitude of the company's output in the matter of trade newspapers will be perceived when it is stated that there are set up and printed every day of the year an average of 45 pages, size 9 x 12, thus exceeding the output of the largest daily newspaper in Canada.



Group picture of the staff of the MacLean Publishing Co., taken at the First Annual Banquet of the Company, Queen's Hotel, Toronto, Dec. 31, 1904

Staff Dinner.

The day's business and the dying year were brought to an agreeable close by a dinner to the staff, served at the Queen's Hotel. There were present all told over sixty. Lieut.-Col. J. B. Maclean, the president, was chairman, and was assisted by W. L. Edmonds, vice-president and general manager; A. B. Caswell, and D. O. McKinnon. The usual toasts were given and provided occasion for the saying of many things calculated to stir the enthusiasm and stimulate the loyalty of every one present. It was the first of what will be an annual event, and the president announced that a year hence, he hoped to meet at Montreal the staffs from England, Winnipeg and Vancouver, in addition to those from Montreal, Toronto and New York, an utterance that met with hearty applause. The approach of the hour of midnight, when the Sabbath day would be ushered in, brought to a conclusion a profitable conference and a delightful evening.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa During December, 1904

Our Flag, What it Means. The Royal, Dominion and Provincial Arms. A Sketch by Major W. J. Wright. (Illustrated.) William James Wright, Brockville.

Instructions for the Operation and Care of Air Brake, Air Signal and Steam Heating. (Book.) Brower C. Gesner, Moncton, N.B.

Score Cards and Directions for the Scoring of the Game of Whist. Margaret Elizabeth Pepler, Port Hope, Ontario.

Hark! What Means Those Holy Voices. (Christmas Hymn.) By T. C. Jeffers, Mus. Bac., Whaley, Royce & Company, Limited, Toronto.

Empire Club Speeches. Being addresses delivered before the Empire Club of Canada, during its Session of 1903-04. Editor: Rev. Prof. William Clark, D.D., D.C.L. The Empire Club of Canada, Toronto.

Woven Thoughts. By Mrs. R. C. Guerin. (Book.) Mrs. R. C. Guerin, Montreal.

Bellefontaine Waltzes. By Kenneth L. MacKinnon. (Music.) Kenneth L. MacKinnon, Kingston.

Postal Card Illustrated with Maple Leaves. Atkinson Brothers, Toronto.

Anciens Noels. Partition Vocale et Instrumentale, Harmonises pour Solo et Choeur a 3 Parties avec Accompagnement oblige, par l'Abbe A. P. Dubuc, A.C. L'Abbe A. P. Dubuc, A.C., Montreal.

Laughing Water. (Reverie.) By R. H. Agar. A. Cox & Company, Toronto.

Public School Second Reader. The Canadian Publishing Company, Limited, Toronto.

After Love's Death. Words by F. W. Bourdillon, Music by Chas. Gilbert Spross. The John Church Company, Cincinnati, Ohio.

Ask Me No More. Words from "The Princess" by Tennyson, Music by Charles Gilbert Spross. The John Church Company, Cincinnati, Ohio.

Hogs for Profit. Breeding, Caring for and Feeding the Hog. By a Canadian Hog Raiser. The Sun Printing Company, Toronto, Limited.

Pathfinders of the West. Being The Thrilling Story of the Adventures of the Men who Discovered The Great North-west. Radisson, La Verendyre, Lewis and Clark. By A. C. Laut. (Book.) William Briggs, (es qualite,) Toronto.

Romanze. For Violin and Piano. By Theodor Vogt. The John Church Company, Cincinnati, Ohio.

Andante Cantabile. For Violin and Piano. By Theodor Vogt. The John Church Company, Cincinnati, Ohio.

Serenata. From "La Corsicana." Words by Stuart Maclean. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

Intermezzo. From "La Corsicana." For Piano. By J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

Sabbath School Methods. Studies in Teaching and Organization. By Frederick Tracy, B.A., Ph.D. Teacher Training Handbook, No. 5. Presbyterian Church in Canada. The Committee of Sabbath School Publications, Presbyterian Church in Canada, Toronto.

The Talbot Regime. By C. O. Ermatinger, K.C. (Book.) Charles Oakes Ermatinger, St. Thomas, Ont.

The Ontario Law Report, 1904. Vol. vii. Editor: James F. Smith, K.C. (Book.) The Law Society of Upper Canada, Toronto.

Reapers in Many Fields. A Survey of Canadian Presbyterian Missions. Edited by Rev. W. L. McTavish, B.D., [illegible]. (Book.) The Westminster Company, Limited, Toronto.

Recompense. Words by Kent Knowlton, Music by William G. Hammond. (Song.) The John Church Company, Cincinnati, Ohio.

Savior Still Lead. Words and Music by Mrs. Gallagher. (Sacred Song.) Mrs. W. Gallagher, West Montrose, Ont.

Essays on an Export Bounty on Farm Produce and Co-Operation, which is now being preliminarily published is Separate Articles in the "Dundas Banner," Dundas, Ont. William Tassie Tassie, Dundas

Down in Mobile. March Characteristic. By Harry P. Guy. Shapiro, Remick and Company, Detroit.

The High School Poetry Book, Part I. Chosen and Edited with Notes. By W. J. Sykes, B.A. (Morang's Literature Series.) (Book.) Morang and Company, Limited, Toronto.

Cherry Blossom. Words by Mary E. Wilkins, Music by Charles Willeby. The John Church Company, Cincinnati, Ohio.

Register of Members, Register of Directors, Register of Shares Transferred, Register of Mortgages and Charges. Summary of Capital and Shares (Form E.) By Albert F. Griffiths. (Book.) Albert F. Griffiths, Victoria, B.C.

Gertana. Spanish Waltz. By Chauncey Haines. Shapiro, Remick & Company, Detroit.

Dainty Daisy Day. By V. R. Williams. (Song.) Will Rossiter, Chicago.

Silence and Fun. A Rag Time Essence. By Charles E. Mullen. Will Rossiter, Chicago.

Ginger Snaps. A snappy Two Step. By Egbert Van Alstyne. Will Rossiter, Chicago.

Buttercups and Daisies. By E. A. Van Alstyne. (Music.) Will Rossiter, Chicago.

A Message from Dreamland. Waltzes. By Charles B. Brown. Will Rossiter, Chicago.

Midnigh Prowlers. A Hilarious Humoresque. For piano. By Geo. L. Spaulding. Will Rossiter, Chicago.

Port Arthur, Ontario. Drawn by G. W. Dixon, 1904. (Map.) Robert L. F. Strathy, Port Arthur, Ont.

Romanza. Intermezzo. By O. Z. Hanish. Adolf Dittman, Chicago.

Skeleton Dance. By O. Z. Hanish. (Music.) Adolf Dittman, Chicago.

Notman's Photographic Selections, Vol. V. (Book.) William Notman & Son, Montreal.

Nouveau Manuel de Chants Liturgiques. Par l'Abbe C. Bourduas, Septieme Edition. (Livre.) La Cie d'Imprimerie Moderne, Montreal.

The Buffalo Flyer. March and Two Step. By Harry J. Lincoln. The Vandersloot Music Co., Pennslyvania.

INTERIM COPYRIGHTS.

The Parochial School, A Curse to the Church, A Menace to the Nation. (Book.) Jeremiah Joseph Crowley, Ottawa.

Revelations of God on the Millennium. By Catharine Hyder Haworth, Macgregor, Manitoba.

The Bench and Bar of Ontario. A collection of portraits of Judges, past and present, and leading Barristers of the Province of Ontario. (Book.) Brown-Searle Printing Co., Toronto.

Jones Savings Bank Interest Tables. By William G. Jones. William G. Jones, Montreal.

AN ATTRACTIVE ART LINE.

A NEW line for the art department of the bookstore has been brought out by Fisher & Ludlow, of Birmingham, England, in the form of heraldic shields for wall decorations. One of these shields representing the coat-of-arms of Christ Church, Oxford, as recently supplied to the King, is shown herewith. His Majesty is also a graduate of Trinity College, Cambridge, and a shield with the coat-of-arms of this great school was also sent to his order. These shields are made in high relief finished in antique silver plate on copper, mounted on polished dark oak, measuring about 14x17 inches. They have a very rich appearance and make handsome ornaments in



Coat of Arms of Christ Church, Oxford.

hall or library, while the cost is not as great as the appearance would indicate. Fisher & Ludlow state that they are prepared to execute orders in large or small quantities for coats-of-arms of any of the Canadian cities, universities, schools or fraternities, and no graduate could have a more handsome souvenir of his alma mater than one of these shields. The arms of the Dominion are now to be had, and any readers of Bookseller and Stationer who wish lists, printed matter, etc., should write the manufacturers at 83 Rea street, Birmingham.

A. O. HURST IN LONDON.

THE following breezy letter under date of December 20, has been received from the London, England, office of Bookseller and Stationer:

A most welcome visitor at this time of the year is Mr. A. O. Hurst, who comes across each November to sort up samples for the coming season and incidentally to receive congratulations from the firms whom he represents, upon the increased business his good salesmanship has produced. If Mr. Hurst's customers like to have him call on them as well as we do, it is not a matter of surprise that he carries away big orders. Though "Aubrey" makes his annual visits to London in the month of fogs, there is nothing foggy about his smile, his handshake, or his enthusiasm over samples. He was good enough to invite the writer to his sample room at the factory of Charles Goodall & Sons a few days ago, and the sample books were opened up while Mr. Hurst descanted upon the beauties of design, style and finish in that irresistible way which is so familiar to readers of The Bookseller and Stationer. One cannot help remarking on the magnificent range of samples of Goodalls' playing cards, papeteries, programmes, menu cards, etc., etc., the series of "Ocean to Ocean" playing cards being particularly attractive and being sure to have a run for this year. A companion pack of cards to "Ocean to Ocean" is the one of Montreal and Quebec, showing 52 views of these cities. The back shows the two cities' coats-of-arms in eight colors. This card is sure to have a big demand. Time was short, however, as Mr. Hurst made somewhat of a flying trip this year, and it is possible that before these lines are in print, some readers of Bookseller and Stationer will have had the opportunity of viewing these samples, either in their own towns or in Mr. Hurst's commodious sample rooms in Toronto.

The annual staff dinner of Messrs. Goodalls' took place while Mr. Hurst was over here, and as usual, the Canadian representative was accorded the chief honors of the evening. Before Mr. Hurst left he bade good-bye to Mr. Mortimer Goodall who left for India, and Mr. MacGregor (known in the house as "Wee MacGregor,") who left for South Africa.

CONDENSED OR "WANT" ADVERTISEMENTS.

WANTED

COMPETENT salesman for wall paper department. Apply, giving references and salary wanted, to Clarke & Son, Hamilton. (1)

COMPETENT clerk for books and stationery. Apply, giving references and salary wanted, to Clarke & Son, Hamilton. (1)

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THE PROVINCIAL

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First-class accommodation for Commercial Men.

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$5.00 per set. Slightly used but in good order

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OR

To any local manager of the Bell Telephone Company of Canada.

ORIGIN OF CONFETTI.

The origin of throwing confetti at a bride instead of rice—which is certainly better in a curry than in one's hair or down the nape of one's neck—was quite accidental. The head of a French printing firm was one day walking through one of his factory rooms when he saw a workman take up a handful of small round pieces of paper and throw them over a girl who was passing. They were the pieces of card and paper which had been punched out of almanacs to enable the ribbon to be attached. Instantly the idea occurred to this employer, and he started at once what has become the regular substitute for rice at wedding ceremonies. Machinery for making the little colored discs of paper which are now so popular was speedily devised, and thus this chance spectacle of a workman's play led to an enormous yearly output of confetti.

The capital stock of the Superior Pin Co., of Detroit, has been increased from $75,000 to $150,000. The company began operations last September.

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Jenkins & Hardy, Toronto.

Art Signs.
Martell-Stewart Co., Montreal.

Barristers, Solicitors, Etc
Atwater, Duclos & Chauvin, Montreal.
Tupper, Phippen & Tupper, Winnipeg.

Books and Albums.
Briggs, William, Toronto.
Copp, Clark Co., Toronto.

Blank Books.
Copp, Clark Co., Toronto.
Boorum & Pease Co., New York.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Warwick Bros. & Rutter, Toronto.

Calendars, etc.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Warwick, Bros. & Rutter, Toronto.

Commercial Works.
Morton, Phillips & Co., Montreal.

Crepe Paper.
Brown Bros., Limited, Toronto.
Dennison Mfg. Co., Boston, Mass.

Educational.
Belleville Business College, Belleville, Ont.
Metropolitan Business College, Ottawa.
St. Margaret's College, Toronto.

Engravers and Printers.
Standard Embossing Co., Toronto.
Weese, G. A. & Son, Toronto.

Fancy Goods.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Young Bros., Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
London Guarantee and Accid't. Co., Toronto
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Fountain Pens.
Gage, W. J., Co., Toronto.
Parker Pen Co., Janesville, Wis.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Glue, Paste and Mucilage.
Copp, Clark Co., Toronto.
Dennison Mfg. Co., Boston, Mass.
Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory.
Grand Hotel, Galt
Provincial Hotel, Gananoque.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Music and Musical Instruments.
Anglo Canadian Music Pub. Ass'n., Toronto
Whaley, Royce & Co., Toronto.

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
Parker Pen Co., Janesville, Wis.
Warwick Bros. & Rutter, Toronto.

Pencils.
Clark Bros. & Co., Winnipeg.
Copp, Clark Co., Toronto.
Brown Bros., Limited, Toronto.
Richardson & Bishop, Winnipeg.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E. Co., Montreal.

Playing Cards, Picture Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas., & Son, London, Eng.
Union Card & Paper Co., Montreal.

Postal Scales.
Triner Scale & Mfg. Co., Chicago.
Pelouze Scale and Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

School Supplies.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.
Illustrated Post Card Co., Montreal.
Montreal Import Co., Montreal.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.

Stationery.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Tally Cards, etc.
Elliott, Chas. H., Co., Philadelphia.

Telephones.
Bell Telephone Co. of Canada.

Typewriter Supplies.
Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N.J.
Standard Supply Co., Montreal.

Wallpaper.
Stauntons Limited, Toronto.

Water Color Paints.
American Crayon Co.—A. J. McCrae, Toronto

Wholesale Jobbers.
Weese, G. A., & Son, Toronto.

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PERRY & CO., Ltd., London, Eng.
Steel Pens
Rubber Bands
Stationery Sundries

and will visit the trade in Canada this month in their interests.

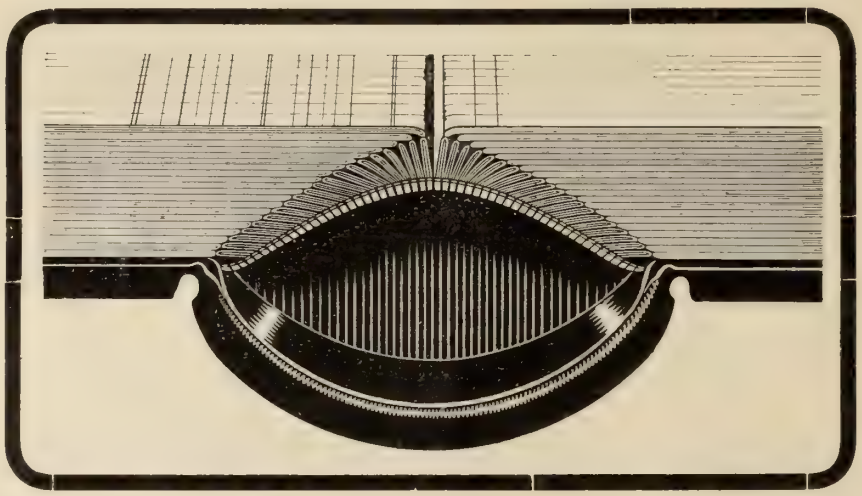
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Vol. XXI. MONTREAL AND TORONTO, CANADA, FEBRUARY, 1905. No. 2.

FRENCH-CANADIAN BOOKSELLING.

ARTICLE I.

A Discussion on French Copyright.

QUEBEC Province, with a population approaching one and three-quarter millions, the majority of whom are French-Canadians, furnishes a field for French booksellers which, judging by a few good stores in Montreal, Quebec, and other cities, and the characteristic and innumerable small ones scattered throughout the province in cities, towns and villages has been well cultivated. That there is room for improvement is undoubted. French bookstores in Montreal compare unfavorably with English ones, which have not as large a public to cater to. However, French-Canadians are readers not only of the daily press and innumerable religious works, but of fiction. Convents, schools, etc., in every section of the province ensure educated mothers and a reading public. The field is yearly becoming larger and of more importance, though at the present it can hardly be said to be lucrative.

In books French authors, French-Canadian authors and English translations furnish the supply. French-Canadian authors are numerous and are voluminous writers. A patriotic French publisher claims that French Canada, for its population, is the most fertile producer of literature in the world. Names like Casgrain, Clapin, Laure Conan, Louis Frechette and Garneau, illustrate the extent of the field in nction, history, biography and religious works. Publishers like C. O. Beauchemin et Fils, Granger Freres, Montreal, and a long list of Montreal printers as well as Quebec printers like Dessault & Proulx, Garneau, Prunneau et Kirouak, Lenglais, Laflamme, etc., produce these French-Canadian works. A special article will touch upon this later.

French Authors.

However, the greater proportion of the French-Canadian's literature comes from French authors; either imported direct from French publishers or through American publishers, or reprinted in the Province of Quebec. This latter practice has gone unchallenged for some time, as French publishers regarded the field as limited and ignored existing conditions. Naturally as time went on greater liberties were taken and French-Canadian newspapers like La Presse and La Patrie boldly produced recent productions of French authors. Montreal French theatres played recent dramas by French playwrights. Montreal and Levis (opposite Quebec city) publishers increased their output of new fiction by French authors. American publishers swamped the province with cheap editions of French fiction. The result has been a serious diminution in the importation direct from French publishers. For the year ending June, 1904, the works of fiction imported into Canada from other countries, principally France, amounted in value to only $1,204. Still further the work of French-Canadian authors was sterilized.

The first active step to stop this improper practice, notice of which appeared in the August, 1904, issue of Bookseller and Stationer, was a resolution passed by the Association Journalistes Canadien Francais, which urged that no French works should be reprinted in Canada without paying royalty to the French author. Since that time investigations have been made and Bookseller and Stationer is able to announce that active steps will be taken to stop the practice among all the offenders.

Alleged Transgressors

The principal publishers alleged to be reprinting French authors' works without permission are: C. E. Beauchesne, C. O. Beauchemin et Fils, Montreal, and Mercier & Co., Levis. Mr. Aime Geoffrion, a Montreal lawyer, has been approached by the French Society Des Gens des Lettres.

On the one side it is contended that the terms of the Berne convention (1887), which was entered into by England and France as well as nearly every country in Eu-

rope, secures copyright recognition for French authors in Canada since Canada is a part of Great Britain and the law applies to her. Opposing interests aver that French authors, to secure their rights, must take advantage of the Canadian copyright law and have their books reprinted in Canada and registered at Ottawa. Further, it is alleged that the market is very small and that if French authors' works had to be solely imported the high price would preclude sales, whereas French-Canadian editions as low as ten and twenty cents sell where otherwise a book at $1 would not. Against this it is urged that the works of French-Canadian authors are not given just recognition, as French-Canadian reprints and cheap American editions of French authors swamp the limited market.

Let the various interests affected speak for themselves.

Mr. E. Roby, of C. O. Beauchemin & Fils.

"Undoubtedly the terms of the Berne convention apply to Canada, although they are regarded as a dead letter. I am speaking against the interests of my business because I feel the French author should be protected and the French-Canadian author encouraged. However, does the French author or publisher suffer much? The sales of French fiction in the Province of Quebec owe what success they have to their cheapness. If we had to ask $1 instead of twenty cents for a book the sale would be very limited.

"In this connection the customs laws need revision as well. It seems to me that they have been made entirely in the interests of Ontario publishers. The duty on paper fiction is 20 per cent and on bound fiction it is only 10 per cent. French fiction no matter how good is always in paper and bears the twenty per cent. duty. I have protested against this constantly.

"To illustrate the extent of the market our most successful reprint 'Cyrano de Bergerac' during four years has only sold slightly over 1,000 copies. We had Fasquelles French edition in stock and to protect that edition against the American edition we printed one ourselves. We did not register our edition and the French edition was still imported. What I advocate is that the French author should receive a just compensation and the law so read that provision be made that the book may be reprinted in Canada if he refuses.

"At present the market is limited, but what it may be in future is another question.

"The law also must protect us against American publishers who are reprinting the best French novels and dramas at popular prices and spoiling the Canadian market. The Berne convention effectually provides for this. What we need is international copyright. The United States was not in the Berne convention and by a special arrangement with England they register at Stationer's Hall, London, and secure copyright throughout the Empire. However, if this is not done their works may be pillaged by Ontario publishers. On the other hand the United States can steal the works of English authors if the American copyright law is not complied with. To comply with their strict law English authors must print and register their books in the United States at the same time as the English edition is prepared. In regard to French authors the present situation is an injustice to them which legally can be straightened out satisfactorily."

Mr C. E. Beauchesne, Montreal.

"I do not see how the terms of the Berne convention apply to Canada when we have a Canadian copyright law, which provides for the printing in Canada and registering at Ottawa to secure Canadian copyright. The British North America Act provides Canada with a responsible government and after much discussion Canada secured its own copyright law independent of Great Britain. The question is an involved one and Great Britain will not renounce the convention. What is the use of the convention when we have our own law to cover that. The principal works that I print are the product of French authors whose right has expired. A French author retains his right for only forty years and it is books of forty or fifty years ago that I reprint. These are works of a sensational and romantic character and please French-Canadians. Modern French literature after Zola's style is a failure in Canada. My editions are never large as the trade is cut into by innumerable printers and the market is limited. I do not think the talk is serious and consider that nothing can be done. Mr. L. De Montigny, a young French lawyer, has investigated this matter for his own publicity, assuring all concerned that the terms of the Berne convention apply. I do not look for any further developments.

"The main authors I use are Capendu, Lamothe, Carr, Navry, Feval, etc. The French publishers who are well-known here are Lemarre, Flamarion, Calman Levy, Plon-Nourrit, and Juvan."

Mr. Amie Geoffrion.

"The French Society des Gens des Lettres have consulted me. Whether the defendant will be the French Canadian newspapers, theatres, or publishers, or American publishers is yet undecided. The society will urge that the terms of the Berne convention apply. This will be effective against the United States as well. Against this the defendant will probably urge that the Canadian copyright law must be complied with. The Imperial copyright Act applies here for books, but not for works of art, as the interesting case of 'What we have, we'll hold' attests. I think proceedings will undoubtedly be taken."

Manager of the Book Department of Granger Freres.

"Many of the French-Canadian reprints at popular prices sell like hot cakes. They can be printed to sell at 20c, whereas the French edition will demand at least 90c. The French author suffers scandalously. We get a good many works from French publishers in Paris which Canadian publishers do not deem worthy of pillaging. Publications by French-Canadian authors average two a month. There is just as much profit from French publishers as from Canadian ones. The Canadian editions sell much more rapidly and if higher prices had to be asked sales would be less. Just settlement should be made with French authors."

An English Bookseller.

"The rights of French authors have been trampled upon, and some adjustment should be made. As a class we are utterly disinterested as there is no competition. I trust a test case will be made."

LEADING CANADIAN STORES

THE J. A. HART CO., LIMITED, WINNIPEG.

BOOKSELLER AND STATIONER takes pleasure this month in presenting an illustration of the interior of the J. A. Hart Company's book store in Winnipeg. As Western readers are well aware this book store, which has been owned by different firms, is one of the oldest in Manitoba, and its history is closely associated with the growth of Winnipeg. The original business was started in the early seventies by Donaldson & Bro., who did a thriving trade at the "Sign of the Big Book" as the store was then known. Always a growing one, the business has nevertheless passed through various hands. J. B. Ferguson, who has since removed to Victoria, B.C., conducted the business for several years, finally selling out to Alex. Taylor who had been engaged in the book and stationery business in Winnipeg since 1878. Thus the two oldest book and stationery houses in the West were combined and conducted by Mr. Taylor until his death some six years ago, when it was purchased by C. H. Black. In July, 1904, the business was incorporated as "The J. A. Hart Company, Limited," Mr. Black retiring from the active control of the business, but becoming president of the new company. The vice-president and manager is J. A. Hart.

Mr. Hart has been connected with the book and stationery trade in Winnipeg for 23 years. In the early days of his present business he was associated in it with J. B. Ferguson and afterwards he was a member of the firm of Hart & Macpherson. He returned to his present business a few years ago and as he was manager for C. H. Black the change last Summer caused little disturbance in the actual conduct of the business. Mr. Hart is a son of T. Hart, the veteran bookseller of Perth, Ont., and he has therefore been brought up in the trade.



An Attractive Corner of the Store.

His store is undoubtedly one of the best in Winnipeg, and during the Christmas season it did a rushing trade. As may be gathered from the illustration, the interior fittings of the store are both handsome and serviceable, while the stock is large and well assorted. In addition to books, the firm carries an extensive range of high-grade stationery, office supplies and fancy goods. These are all shown to good effect on display stands, in large plate-glass show cases and on shelves. The lighting arrangements of the store are excellent.

PUBISHERS' COLUMN

McLEOD & ALLEN, Toronto, will have the Canadian rights for the forthcoming novel by Louis Tracy, author of "The Wings of the Morning" and "The Pillar of Light." It will be called "The Great Mogul."

* * *

A timely book which The Copp, Clark Co., Limited, are pushing is "Under the Care of the Japanese War Office," by Ethel McCaul. The book has been attractively printed and bound. ($1.00).

* * *

The Westminster Co. will have ready in April "Duncan Polite," a novel by Marion Keith, a Canadian writer, who has already made a name in the short story realm. Hodder & Stoughton will bring out the English edition of this book. They are so pleased with the work of this author that they have contracted for all future books.

* * *

The Fleming H. Revell Co. announce a Canadian edition of "The Lure of the Labrador Wild," by Dillon Wallace, for immediate publication. This is the story of the exploring expedition conducted by Leonidas Hubbard, jr., in which he lost his life. This book will shortly be followed by "Dr. Grenfell's Parish; the Deep Sea Fishermen," by Norman Duncan, and "The Harvest of the Sea," by Wilfred T. Grenfell, M.D.

* * *

This week McLeod & Allen, Toronto, are issuing "The Millionaire Baby," by Anna Katharine Green. This is said to be the author's best story.

* * *

This month the Copp, Clark Co., Limited, are bringing out paper editions of "Whosoever Shall Offend," by Marion Crawford and "Hearts in Exile," by John Oxenham. The latter is most timely in view of the troubles in Russia.

* * *

Langton & Hall, Limited, Toronto, are bringing out several paper editions of their leading novels this month. These include "The Undercurrent," by Robert Grant, "The Records," by Cyrus Townsend Brady, "A Lost Eden," by M. E. Braddon, "Tommy & Co.," by Jerome K. Jerome, and "The Soldier of the Valley," by Nelson Lloyd. (75cts.).

* * *

During the season, Morang & Co., Limited, will publish "The Secret Woman," by Eden Phillpotts, pronounced by the New York Herald as that author's masterpiece; "The Two Captains," a story of Bonaparte and Nelson, by Cyrus Townsend Brady, and "The Manoeuvres of Jane," by Henry Arthur Jones, a charming original comedy in four acts.

* * *

McLeod & Allen announce second Canadian editions of "My Lady of the North," by Randall Parrish, "The Man on the Box," by Harold MacGrath, and "The Princess Passes," by C. N. and A. M. Williamson. A fourth edition of that popular novel, "In the Bishop's Carriage," by Miriam Michelson, is promised.

* * *

"The Biography of Florence Nightingale," by Miss Tooley, being a detailed account of that great woman's life, friendship and literary activities, is announced for early publication by Morang & Co., Limited.

* * *

A timely book of the month is "The Downfall of Russia," which The Copp, Clark Co., Limited, are bringing out in a cloth edition at $1.50.

* * *

The sale of "The Prospector" still continues, the number of copies sold in Canada being well over 22,000.

* * *

A Canadian copyright edition of "John Burt," by Frederick Upham Adams, to sell at 25cts., is promised by Langton & Hall, Limited. They have every confidence that it will prove a leader in Summer book sales.

* * *

On February 25, Morang & Co., Limited, will publish "The Last of Sherlock Holmes," by A. Conan Doyle. Sherlock Holmes has been resurrected for the last time and the tales, which brought his career to a close in Collier's Weekly, are now issued in book form.

* * *

A. S. Barnes & Co., of New York, are this month issuing an important novel on life in "inner Russia," "The White Terror and the Red," by A. Cahan. Mr. Cahan, as a member of the Revolutionary party, was forced to fly from the country.

* * *

L. C. Page & Company, of Boston, are preparing for publication in the Spring, some very attractive additions to their series of successful copyright novels issued at popular prices. In the new list, which numbers eighteen volumes, may be noted such strong titles by well-known authors as "The Mystery of Murray Davenport," by Robert Neilson Stephens; "The Spoilsmen," by Elliott Flower; Jokai's "Midst the Wild Carpathians," D'Annunzio's "The Child of Pleasure," and "A Rose of Acadië," by Marshall Saunders.

* * *

"Brock," by Lady Edgar, the sixth volume in the Makers of Canada Series, is now ready. This book has been receiving very favorable notices from the book reviewers. (Morang & Co., Limited).

* * *

So far "The Earthly Purgatory," by Lily Dougall, has not received that justice from the Canadian reading public which is its due. Miss Dougall is one of Canada's most talented authors, and in her latest book she is quite at her best. (Langton & Hall, Limited).

* * *

On February 24, A. S. Barnes & Co., of New York, will publish a sea story by Dr. Henry C. Rowland, entitled "The Wanderers."

* * *

L. C. Page & Co., Boston, announce the following titles for publication in the early Spring: "Return," by Alice MacGowan and Grace MacGowan Cooke, authors of "Huldah"; "Castel del Monte," by Nathan Gallizier; "Lady Penelope," by Morley Roberts; "The Winged Helmet," by Harold Steele MacKaye; "The Black Barque," by T. Jenkins Hains; "Slaves of Success," by Elliott Flower; "Silver Bells," by Col. Andrew C. P. Haggard, and "A Captain of Men," by E. Anson Moore.

* * *

The Copp, Clark Co., Limited, will handle a Canadian edition of "The Clansman," by Thomas Dixon, jr. This is a remarkable story of the Klu-Klux-Klan. ($1.50).

MONTHLY REPORT FROM BOOK CENTRES

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
515 McIntyre Block, Winnipeg, Man
February 3, 1905.

JANUARY book trade always shows a big decrease when compared with the generous buying of the holiday month preceding. Clearing sales were held by nearly all the Winnipeg stores and the results were good. One store held a "Stock-taking Sale" clearing out many standard and popular books at from 33 to 50 per cent. reduction, and of course there were the usual clearing sales of calendars and other holiday goods which it was absolutely necessary to dispose of. To stimulate business in an ordinarily dull month one local store holds an annual January sale of Bibles and hymn books and results would seem to warrant the effort. At time of writing the local stores are making attractive displays of valentines, but it is early yet to state results. These sales have all been backed by a judicious use of printer's ink.

* * *

As there is little profit for the dealer who handles the Ladies' Home Journal on the yearly subscription basis a local store has been trying to stimulate the sales of single copies. A window display of this journal was made and prizes offered to those who should guess correctly the number of copies in the window. Needless to say it was necessary to buy a copy for 15 cents to qualify.

* * *

The book trade proper is quiet now and there is little change in the popular fancy. "Doctor Luke of the Labrador" and "The Prospector" are still called for and evidently will retain their popularity for an indefinite period. "God's Good Man" appeals to a large class of readers who are always ready to welcome the latest from this author's pen, and the demand did not altogether cease with the close of the holiday season. "Old Gorgon Graham" is still selling well for the quiet season.

* * *

A slight effort was made to push sales of standard sets in January, but apparently it did not meet with much success.

F. R. M.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
February 10 1905

AS was to be expected January has been a quiet month among booksellers and stationers. Book sales have been very small and few new books have been added to stocks. The lull in trade has given dealers an opportunity to sort up and take stock of the contents of their stores. The holiday turnover has been found to have been most satisfactory and stocks are pretty free of dead matter. The department stores have as usual been slaughtering their left overs.

One store reports a good sale of Robert Hitchen's "The Garden of Allah," just received from England.

* * *

"The Masquerader" is still selling well. Every person, who reads it, has been recommending it to his friends. "The Prospector" and "God's Good Man" are also finding purchasers. The same may be said of "Beverly of Graustark." According to all reports "The Prodigal Son" has been disappointing in sales and the sale of "Dr. Luke of the Labrador" has fallen off since the new year.

* * *

Valentines are the enlivening feature just now and every dealer is showing them. The sale is the best for years. The variety shown in endless. From hand-painted designs at $3 and $5 to the one-cent card, all are in stock. Books such an "An Old Sweetheart of Mine" and "Out at Aunt Mary's" are selling in sympathy. Gilbert's special pictures are going well. In novelties, love's telegrams and cables are popular.

* * *

Tally cards, playing cards and prizes for euchres are in demand just now; also books on bridge and bridge score cards.

W. A. C.

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
February 11, 1905

JANUARY is always a quiet month in book circles. New editions are held over till Spring and the public usually have a supply from the holidays. Strenuous efforts have been made in departments and many book stores to induce free buying. Twenty per cent. discount sales were numerous and are being continued through February. Odd lots are collected and marked at tempting prices. A window display of popular paper editions at 50c brought business. Regular $1.50 editions were offered at $1.10 and $1.25 editions at 90c. Standard sets shared in the slashing and moved freely. Other stores report business as fair and one store as good, without any price-cutting.

* * *

In fiction, nothing startling has occurred. Discount sales have brought increased results and created a demand for slow sellers. Since "The Prospector," which is still keeping up its sales, nothing has made a stir. "The Masquerader" continues popular and booksellers are re-ordering. Three new books are well spoken of, "My Lady of the North," by Randall Parrish; "The Man on the Box," by H. MacGrath; "The Magnetic North," by Elizabeth Robbins. These tales are peculiarly suited to the Canadian market. An American edition of "The Garden of Allah" is selling. "The Law of the Land," a Southern story, is displayed.

* * *

Two good stories dealing with Japan "The Heart of Japan" and "Dux Christus" are doing well. "Poems and Songs," by J. R. Newell, Canadian by birth and an Anglican minister residing in the States, has merit. Odd, new titles like "Sermons by the Devil" and "Intoxicants and Opiums in all Lands" have a call. Religious books are in some favor. "The Self and Sex Series" has done well.

* * *

School promotions have caused a fair demand in schoo books and supplies. Valentines this year are arousing more attention and larger displays are made than ever before. There is an absence of the old time coarseness, and beautiful effects are seen. This puts the trade on a higher and more profitable basis. Tissue paper oddities, comics, and valentine post cards are the favored lines.

G. E. F.

MAGAZINE COUNTER

THE NEWEST MAGAZINE.

NUMBER one of a magazine, which seems destined to repeat the success of the famous Strand, is being brought out this month by George Newnes, Limited, through the Montreal and Toronto News Companies. It has been christened the Grand and, judging from the contents of the initial number, it will prove a "winner." Those interested will find a complete list of features in the first issue on the opposite page.

* * *

FEATURES OF CURRENT ISSUES.

Atlantic (March). The publishers announce for this number the opening chapters of a new serial by Margaret Sherwood, author of "Daphne," entitled "The Coming of the Tide."

Booklovers (February). Contains the second of Burriss Gahan's instructive articles on "The Real Australia;" an interesting account of "Winter Sports in the Upper Engadine" and numerous other bright articles and illustrations.

Burr McIntosh Monthly (February). The portraits include Mrs. Patrick Campbell, Ethel Barrymore, Fay Davis, Edna May, Mrs. Langtry and many others of interest. All are exquisitely reproduced.

Canadian (March). Among the chief features promised for this number are "Agriculture in Quebec," by C. Boren, and "The Story of the Cornwall Canal," by Norman Patterson. "Professor J. W. Robertson" will be the Canadian Celebrity of the month. Stories by Theodore Roberts, W. A. Fraser and Hubert McBean Johnston are also to be features.

Cassell's (February). The stories and illustrations in this number are particularly good. "Motor Car Sports" is a first-rate article and "The Play and the Suburbs" gives some interesting theatrical information about London.

Century (March). Begins a novelette by Kate Douglas Wiggin and contains several good short stories. Mr. Richard Barry will write of the "New Siege Warfare at Port Arthur." Other articles are on "The Outlook for Reform in Russia" and "Luther Burbank's Experiments with Plants and Flowers."

Chambers' Journal (February). Contains another installment of John Oxenham's serial "Giant Circumstance," "The Revolution in the British Navy," "Industrial Accidents," "Our Milk Supply," "The Motorist," "Low Living and High Thinking," etc.

Cosmopolitan (February). Contains "The American Wife in Europe," "The Early Days of Christian Missions in Japan," "Henrik Ibsen," "The Art of Wooing," "The Development of Nome," "The Boot and Shoe Industry," etc.

Critic (February). Prominent among the contents of this number are articles on "The Lyceum Club of London" and "The Literary Life," by Laurence Hutton, with an appreciation of "Leah Klesshna" as presented by Mrs. Fiske. The illustrations are as usual numerous and excellent.

Everybody's (February). In this number begins the first of an important series of articles disclosing the methods of the beef trust in the United States. "Frenzied Finance" is still continued.

Lippincott's (March). The novelette will be "Both Sides of the Shield," by Captain Archibald Butt. Other writers will include Paul Laurence Dunbar, Mrs. Zangwill, etc.

McClure's (March). The two leading articles will be "The Subway Deal," by Ray Stannard Baker, and "Modern Surgery," by Samuel Hopkins Adams. There will also be the usual supply of stories and illustrations.

MacMillan's (February.. Contains "The Study of Colonial History at Oxford," "The Modern Trade of Polities," "Art and the Athlete," "From Tangier to Morocco," "More Judges?" etc.

Munsey's (February). Exhibits many improvements in paper, illustrations, printing and the quality of the advertisements. The character of the contents, too, seems to be higher and there is a general improvement all round.

Outlook (February 4). An instructive article in this number is on "The Sailor of the Great Lakes." Another article of interest to Canadians is "Canoeing in Ottawa Waters." Both are copiously illustrated.

Pall Mall (March). Will contain the first of a series of stories of adventure by Jack London, a complete story by Flora Annie Steel, the third of the new "Raffles" stories, by E. W. Horning, further chapters of M. G. Wells' new serial, "Kipps," etc. The price is 15 cents.

Pearson's, English (February). A leading feature is the reproduction of a number of Hon. John Collier's famous pictures. "Scoops" is the subject of a bright article on the triumphs of newspapers in securing first and exclusive news.

Quarterly Review (January). Contains "William Stubbs, Churchman and Historian," "Horace Walpole and William Cowper," "Profit-Sharing and Co-Partnership," "The Making of the United States," "Poultry-Keeping as a Business," "The Tudors and the Navy," "Canon Ainger," "The Direction and Method of Teaching," "Matthew Arnold," "Tariffs and National Well-Being," "The War in the Far East" and "The Prime Minister's Duty."

Review of Reviews (February). Contains "The Panama Canal," "Russia's Troubles," "Venezuela's Industrial and Commercial Outlook," "Street Railway Fares in the United States," "The New Baltimore," etc.

Scribner's (March). Will contain "Portraits of Indian Types," "The Education Problem in Europe" and "Three Days on the Volga" besides stories by John Fox, Jr., Mrs. Wharton, E. S. Martin, James B. Connolly and others.

Windsor (February). Reproduces some choice paintings by Stanhope Forbes, R.A. Two excellent articles are on "The Sea-Power of our Railways" and the Y.M.C.A. "Military Bands" are well illustrated.

World To-Day (February). A Western number containing a good paper on the Canadian West, by W. S. Harwood, profusely illustrated. There are in all twelve articles on various phases of Western life.

THE GRAND MAGAZINE

Number 1 (March)

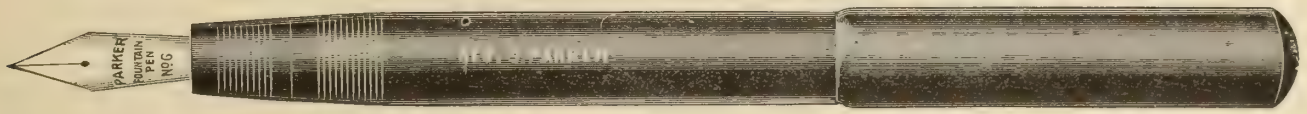
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BOOKS OF THE MONTH

Caine, Hall. "The Prodigal Son." Toronto: Morang & Co., Limited, $1.50. This is no common-place book. The subject is as old as humanity. The treatment is subtle, keen, powerful. The setting is modern, yet deals with somewhat primitive life in Iceland. Oscar Stephenson, the spoiled darling of his family, lavishly endowed by nature and circumstance, makes shipwreck of his life in the wild pursuit of pleasure and finds at last that though a man may not in this life escape the consequences of his own misdeeds yet in true repentance there is reconciliation. Magnus, the elder brother, is a masterly conception. His strong and rugged nature unfolds itself along the line of duty. For him the broad issues of life are right and wrong. Under fiery trial he is driven to the verge of despair, when, through a wonderful deliverance from a terrible temptation a miracle is wrought and he emerges a chastened soul, purged from all self-righteousness. The interest is kept at a high level throughout.

Lee, John Doyle. "The Mormon Menace." New York: Home Protection Publishing Co. These confessions of John Doyle Lee, written while he was under sentence of death, set forth the principles and practice of the Mormon Church. It is a plain, straightforward tale and at the same time a strong arraignment of a bloody tyranny existing within the bounds of a free country. This festering sore in the body politic which in its early days was dangerous only to its immediate neighbors has now become a political menace to the whole country. With polygamy for its keystone the edifice is maintained by the sacrifice of the freedom of its manhood and the purity of its womanhood. The appearance of this volume is timely and it is deserving of careful study by every well-wisher of his country.

McPhail James M. "Kenneth S. Macdonald, M.A., D. D." Edinburgh and London: Oliphant, Aanderson & Ferrier. Recognizing education leavened by Christianity as the true leverage by which the social condition of the people of India could be elevated to a higher plane, Dr. Duff revolutionized missionary work in India. Among his successors there is no worthier name than that of the subject of this book. His biographer has succeeded in portraying a man who by his eminent gifts and lovable personality has won for himself a high place among the benefactors of India, the country of his adoption. Woven in with the story of his life there is much information regarding the literature, religious and social customs of the people of India.

Miles, Eustace. "Quickness and How to Increase it." London: Gale & Polden, Limited. Paper, one shilling. A useful manual on a unique subject, giving a series of exercises, attractive, brief and economical, which will help those who are slow in any respect to greater quickness both of mind and body.

Miles, Eustace. "Breathing for Health, Athletics and Brain Work." London: Gale & Polden, Limited. Paper boards, one shilling. A carefully written book on a most vital subject, which should impress on every person the important part breathing plays in human life. The process is completely described and illustrated and the various kinds of breathing thoroughly explained.

Sandow, Eugen. "Strength and How to Obtain it." London: Gale & Polden, Limited. Cloth, 2s 6d net. A third edition of Sandow's valuable treatise, embellished with a great many illustrations and with two anatomical charts for men and women. The second part deals with incidents in Sandow's professional career.

Smeaton, Annie. "Gordon Ogilvy." Edinburgh and London: Oliphant, Anderson & Ferrier, 3s 6d. A story containing incidents in the South African War and also pictures of life and character in the Highlands of Scotland. It is religious in tone and simple narrative in style. Emphasis is laid upon the evil of gambling.

Wagner, Charles. "The Busy Life." New York: J. S. Ogilvie Publishing Co., 60c. This book, which is translated from the French, comprises a number of didatic papers on Morals. The author views life as the supreme gift, justice the ultimate aim and energy founded in love, the beneficent agents of humanity. The teaching is simple, sane and convincing. It carries with it inspiration for a simple, noble life.

LIBRARY OF THE APPLIED ARTS.

"DUTCH Pottery and Porcelain," "Old English Furniture," "English Embroidery," and "English Table Glass" are the titles of the volumes already issued in this important series, and they are certainly suggestive of good things to the art lover. In each case, the writer on the subject in hand brings expert knowledge to his or her task. Especial attention has been lavished on the illustrations which are numerous and beautifully executed. Thus in the volume on "Old English Furniture," there have been inserted nearly one hundred full-page plates. From the bookmaker's standpoint, the volumes in this series leave nothing to be desired. The cover is designed in gold on green cloth; the type is extra large and the presswork has been executed with every attention to detail. The publishers of these beautiful volumes are George Newnes, Limited, London, and the price per volume is 7s. 6d. net.

ADDITIONS TO SERIES.

GEORGE NEWNES, LIMITED, have added "Coleridge's Poems" to their Thin Paper Classics. The edition has been carefully edited by Professor William Knight. This series of thin paper classics, which was referred to in a recent issue of Bookseller and Stationer, is a most attractive one and now numbers well over thirty volumes. In limp cloth the price is 3s. net; in limp lambskin, 3s. 6d. net per volume.

George Bell & Sons have added Volume IV. of Emerson's Works, containing Miscellaneous Pieces, to the York Library Edition of the great American's literary productions. This edition has been commented upon favorably in earlier issues of Bookseller and Stationer.

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Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100s. illings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00.

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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and Fancy Goods Review.

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Vol. XIV FEBRUARY, 1905. No. 2

"Kindly re-enter my name on your books for Bookseller and Stationer. I desire to receive same regularly, because I find it invaluable and accurate."—V G R. Archambault, Sherbrooke.

* * *

A POINT WELL TAKEN.

"RETAILER'S" letter in another column brings forcibly to light a crying evil, which should be remedied forthwith by the trade. The practice of selling books direct to the consumer has been long followed by certain publishing houses. That in most cases it is a practice, most unfair to the retail bookseller, cannot be denied, and we think "Retailer" is perfectly justified in taking a decided stand against it.

The legitimate channel of trade is from publisher, to bookseller, to consumer. If a publisher wishes to ignore the bookseller and go direct to the consumer, let him try it in its entirety. He may have to establish his agencies in every town and village in the country, but even that would be eminently fair compared with the back-door policy now in vogue.

So long as a publisher must depend on the booksellers of the country for the distribution of the great bulk of his books, it is only fair that he should give the booksellers every opportunity to carry on their trade successfully. To solicit business from bookseller and consumer at one and the same time is, so far as the bookseller is concerned, stretching the golden rule a little too far.

The remedy suggested by "Retailer" is possibly the only one that is available. Now is the time that a good live retail organization of booksellers would have come in most handy. Unfortunately, the experience of association work tried two years ago was not of the encouraging nature it should have been. The lukewarmness of the trade was lamentable, and the indifference then shown proved most discouraging to those individuals who took the matter up. Our advice in the present emergency would be to revive the work once more. Individual protests will do little good, while a strong association can be made to do wonders.

* * *

Bookseller and Stationer has no free list. Every copy is paid for. We cover 95 per cent of the trade

* * *

JANUARY BOOK TRADE.

JANUARY has been an extremely quiet month in the book trade, as our reports from book centres will testify. There have been practically no new books on the market, and only a limited call for the best of last Fall's publications. A few paper editions have been coming out at intervals and more are promised for this month. The Spring publishing season will not begin until well on in March, though a few books will appear in the meantime.

Publishers have nearly all returned from their trips to foreign markets and are making selections from the manuscripts submitted them. By the time of our next issue, we will be able to supply our readers with more definite information on what books can be looked forward to. According to all reports the season is exceptionally late in starting in the United States.

"The Prospector" continued to sell all during January. Its sales have now passed the 22,000 mark, and bid fair to attain 30,000 before the end of the year. "The Masquerader" sold well, if any book can be said to have done so. "God's Good Man" also kept up its sales to a certain extent. Among other books in demand were "Dr. Luke of the Labrador," "Beverly of Graustark," and "The Man on the Box."

* * *

Our cover designs are unique and are specially prepared for us by the best artists in cover designing.

* * *

FRENCH-CANADIAN COPYRIGHT.

ENGLISH papers have of late been referring to threatened trouble over the infringement of copyright in French authors' works in the Province of Quebec. The practice of appropriating the works of modern French authors and playwrights has been long noticeable in French Canada, but it has never been deemed of sufficient importance to warrant the intervention of the legal authorities. However, the matter apparently is coming to a head and a test case may be looked for.

The question revives in another form the whole problem of Canadian copyright. Is Canada bound by the British copyright laws or has she the power to make her own

copyright laws? Is Canada under the regulations imposed on British publishers in respect to other countries, as determined by the Berne Convention, or is she independent of these regulations? This is the question in a nutshell, and this is the problem which will have to be solved before the trouble can be settled.

So far as French works in Quebec are concerned, the question at issue is whether Canadian publishers are prohibited from printing and selling in Canada, French works, which are protected by international copyright in France, or whether, if they comply with Canadian copyright regulations, they are at liberty to do so, in spite of the decrees of the Berne Convention.

The opening up of this question has naturally created some curiosity about French-Canadian publishing and bookselling. In response to the desire for information on these subjects Bookseller and Stationer has arranged for an interesting series of articles, the first of which appears in the current issue.

* * *

"Leading Canadian Stores" will be a feature this year in Bookseller and Stationer Watch the series.

* * *

THE VALENTINE REVIVAL.

IT cannot be said that the vogue of the valentine this year was unexpected. Manufacturers and jobbers reckoned on a good sale and made preparations accordingly. But it is doubtful whether any of them realized the extent to which the valentine would gain a hold on the public. We would have to go back many a year before we would find a time when dealers did so well with their valentines.

This year can be counted on to see a strong interest in valentines, Easter cards, picture postcards and Christmas cards, and the greatest of these will be the picture postcards. No stock of valentines or Easter or Christmas cards is complete to-day without the interspersion of appropriate picture postcards. In fact, it is a question whether the call for picture postcards has not given rise to the call for the other varieties. Be that as it may, the demand is there and dealers should make the best possible use of it.

* * *

Bookseller and Stationer carried 60 pages more advertising in 1904 than in 1903, and 86 pages more reading matter.

* * *

CANADIAN LITERATURE.

SIGNS are not wanting that there promises to be a quickening of the literary spirit in Canada. There has always been a literary spirit in this country, of course, and, according to population, it has been a strong spirit. But it has always tended towards the conservative. It has never launched out, or if it has, it has done so at rare intervals and in isolated instances. To-day we find new magazines on the market, new periodicals in preparation, new histories and biographies being written, and an increasing demand for, and appreciation of, the work of Canadian authors. It is unnecessary to detail the various new ventures and changes. They are visible on every side. Every book store shows its Canadian novels prominently. Every newstand has its Canadian editions of English and American periodicals and its pile of promising Canadian publications. Every metropolitan newspaper, at least, has its page of literary gossip and criticism. One and all evince a quickening of that literary spirit to which we have referred.

* * *

Bookseller and Stationer aims to give its subscribers practical information and its advertisers wide publicity.

* * *

CUT PRICES AGAIN.

TWO opinions on the question of price cutting in the book trade appear in this number, called forth by our editorial last month on "Cut Prices of Books." In the main they are directed towards answering the charge that salesmen in the book departments of departmental stores never possess the knowledge of books they should. The ground taken is that, as these salesmen sell nothing but books, they naturally know a good deal about them.

The discussion has opened up the old question, What is to become of the bookstore? This can be answered in one of two ways, it seems to us. Either the book store is going to concede the field in popular and cheap books to the department store and specialize on standard works, fine editions and the better class of literature, or it is going to branch out and, by the addition of other departments, endeavor to hold the entire field of literature. Specialization admits of great expansion. There are methods of handling and retailing books, as yet undreamed of by the average bookseller, which, if put in practice, would save the situation. And on the other hand the benefits of expansion have never yet been adequately realized. A retreat in either direction is open to the harrassed bookseller.

* * *

Bookseller and Stationer gives fair service to all.

* * *

THE PATRIOTIC CRY.

AS far as possible Canadians should give a preference to the works of Canadian authors. At the same time Canadian authors should never count on the support of Canadian readers, simply because they are Canadians. Many a novel, many a volume of poetry, many a work of history and biography and many a periodical, miserably mediocre in character, has been foisted on the Canadian public and its sale urged on the ground that it represented struggling Canadian literature. Better have no Canadian literature at all than that it should have to be judged by such a standard. Fortunately for our national reputation, we have some authors who can hold their own in the international arena and to whom we can point with pride as exponents of Canadian ideals and standards. We are to-day producing histories and biographies of real merit. Our novelists are winning world-wide fame. It is to be regretted that certain writers should be advancing unworthy claims for recognition. The patriotic cry has its limit.

* * *

Help along your advertising by well thought out "follow up" methods.

PICTURE POSTCARDS

WILL BE A RECORD YEAR

MARVELOUS as has been the growth of the picture postcard idea in the past, there seems little reason to doubt that this year will see a development of the business which will throw every past season into the shade. The craze for collecting cards has not yet reached anything like its limit. In fact it might well be argued that the craze has not struck Canada yet at all. It certainly has not, if conditions here are contrasted with those that prevail in Europe. This being the case, it can safely be prophesied that manufacturers of picture postcards will find in Canada a profitable field during the coming season.

A point worth noting is that this year the tourist trade bids fair to prove a more important factor. The



CROW EAGLE, A PIEGAN CHIEF.
No. 82 of W. G. McFarlane's Indian Series.

past three years have been poor years for travelers of the tourist class, reaching a climax last Summer. A change is now in order, which may be confidently looked for this year.

Need it be impressed on dealers to get into this business and make some money out of it? The stock is easily handled and readily displayed; it, moreover, serves to advertise other goods. There are numerous manufacturers who are marketing a huge variety of cards at lowest possible prices. The demand is something that can be counted on in any community. With all these favorable conditions there is reasonable ground for believing that the trade in picture postcards can be made highly profitable.

BUSINESS TAKEN OVER.

W. G. MACFARLANE, whose publishing business in souvenir books and souvenir postcards has been carried on in the name of Grip, Limited, Toronto, took over the business on the 1st of February, and will henceforth carry it on in his own name. Mr. MacFarlane reports a rapidly increasing business in souvenir books and postcards. His business has increased very substantially in the last two years and prospects for this year look very bright. A large volume of orders are already booked for Spring delivery.

His Naturotype process in colored cards is very popular, and dealers should write for prices for their contract orders before closing. Mr. MacFarlane has taken hold of the lines of Stewart & Woolf (London), and W. & A. K. Johnston (Edinburgh), in fancy and comic cards, and reports a very heavy demand for these lines. He will also supply postcard albums and postcard racks, burnt leather postcards, letter cards and a variety of other souvenir novelties.

Mr. Willis E. Hebb is representing Mr. MacFarlane in the Maritime Provinces. Mr. W. S. Rainnie will shortly take out the line covering Ontario towns. Mr. G. L. Smith takes care of the Toronto trade. Dealers before placing their orders should see Mr. MacFarlane's lines. To ensure early delivery of contract orders for the Naturotype and other lines of cards, dealers should place their orders early, as facilities will be taxed to their utmost this Spring to supply the demand.

* * *

NOTES.

The Picture Postcard Co., of Ottawa, are keeping right up to the times and are constantly adding new views to their already large assortment. They are particularly proud of their new colored cards.

German manufacturers of picture postcards have been agitating for some time to get the postoffice authorities to consent to half the address side of cards being reserved for correspondence as in England, France, Holland, Belgium, Switzerland, and other countries.

Warwick Bros. & Rutter, Limited, are now handling Tuck & Son's colored cards illustrating Montreal, Toronto and Ottawa. There are six views each of Montreal and Toronto and three of Ottawa. The cards are produced in Tucks' best style, which is a sufficient guarantee of quality.

In order to keep pace with the growing demand for picture postcards W. J. Gage & Co. are largely increasing their line, and are now showing souvenir postcards in all styles,—embossed, colored and plain. They make to order special local views of any place, in any quantity. Their travelers are booking some very large orders for this line of goods.

In the Spring a shopman's fancy has to turn to thoughts of views; and for the coming Summer view-card season every prudential retailer must lay his plans. The fashion now is to have at least one set of "our own" view postcards; and undoubtedly these are a great help in pushing trade, both to one's regular customers and to the casual visitor. Most of the large firms will now print you a special edition—or, at any rate, special envelopes for a moderate edition—of local view cards, and though I do not defend cutting, I conceive that it might sometimes be desirable to reduce the price a trifle, in view of the advertisement gained for one's business by the special packet of "our own" postcards bearing the name and address of your firm.—E. W. Richardson in the Stationery Trades Journal.

The Picture Post Card House
of Canada

(Established 15 years)

The Orders Booked

Justify us in believing we have the **Right Goods** at the **Right Prices.**

View Post Cards **Fancy Post Cards**
Christmas Post Cards

SAMPLES ON APPLICATION.

The Montreal Import Co., 17 St. John Street, **Montreal**

Pictorial Postcards

We assure the trade that we are keeping right up to the times in the way of new views.

During the past year we have added largely to our already large assortment, and will continue to add as ideas and opportunity develop.

OUR NEW COLORED VIEWS OF

Montreal, Quebec and Ottawa

are particularly meritorious.

Albums

We carry a big range and the values are special.

Samples and prices—to the trade only—on application.

The Picture Post Card Co.

P. O. Box 334, OTTAWA, ONT.

Jobbers, Attention!

Our Spring and Summer line of

View Post Cards

is ready for your inspection. Newest scenes at right prices. Samples will convince you. Send for them. Do it now.

ILLUSTRATED POST CARD CO.
MONTREAL

N.B.—A full line of Winter Scenes for immediate delivery.

W. G. MacFARLANE

Saturday Night Building, - TORONTO.

PUBLISHER OF

SOUVENIR BOOKS and POST CARDS

Our lines are as follows:

Souvenir Post Cards. Our Colored Line, the Naturotype, is very popular. Write us for samples and prices for contract orders.

Fancy and Comic Post Cards. We handle The STEWART & WOOLF and JOHNSTON lines.

Letter Cards. These will be very popular. Write us for prices.

Leather Post Cards.

Souvenir View Books. Let us quote you on an edition of your locality.

Post Card Albums and Post Card Racks.

Souvenir Novelties.

"Highest Award"



National	4 lbs.	$3.00
Union	2½ lbs.	2.50
Columbian	2 lbs.	2.00
Star	1 lb.	1.50
Crescent	1 lb.	1.00

Don't forget to ask for a **PELOUZE POSTAL SCALE.** It means you will get the best Postal Scale that money can buy.

Received Highest Award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best.

"No modern up-to-date office is complete without one."

"Save Time and Stamps."

They tell instantly the exact cost of postage in cents on all classes of mail matter. Always accurate.



Mail and Express
16 lbs., $5.00

Commercial	12 lbs.	$3.75
U. S.	4 lbs.	2.50
Challenge	4 lbs.	2.50
Victor	1½ lbs.	1.75

The **PELOUZE POSTAL SCALES** have a double needle index that starts at the top and moves through a slot. Very easy to read. Absolutely automatic—no tedious manœuvering of a poise on a beam.

All Leading Dealers Sell Them. Order Through Your Jobber.

PELOUZE SCALE & MFG. CO.
118-130 W. Jackson Boulevard :: :: CHICAGO

MONTHLY BULLETIN

This is **IT** for this month

SULTAN Toilet Paper

Extra high grade. Full weight. Beautiful attractive wrapper. Lithographed in crimson and gold. A winner for your trade.

$5.25 a case.

Rolls, Ovals, and Squares. Write for Samples.

G. A. Weese & Son, 44 Yonge St., **Toronto**

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,546,000.00
Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,500,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. B. E. WALKER, General Manager

The offices of this Bank number 113, distributed as follows:

LONDON, ENG., 60 Lombard St., E.C., S. Cameron Alexander, Manager.
NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents

107 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager.
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager.
ST. JOHN, N.B., J. G. Taylor, Manager.
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager.
VANCOUVER, Wm. Murray, Manager.
OTTAWA, Robert Gill, Manager.
VICTORIA, Geo. Gillespie, Manager.
HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager.
SKAGWAY, ALASKA, H. M. Lay, Manager.
SEATTLE, WASHINGTON, G. V. Holt, Manager.
PORTLAND, OREGON, E. A. Wyld, Manager.

A General Banking Business Transacted.

Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

ESTABLISHED 1874

JOS. B. REED & SONS

Insurance, Toronto

ADVANCED METHODS

Our Insurer's Advice Sheet system.
" " Safe Deposit Vault.
" " Bond (guaranteeing our work).
Free of cost to our customers.

ABSOLUTE SECURITY

We represent the strongest and best companies in existence.

Write for our pamphlet illustrating the superior advantages of our office and methods.

CAPITAL PAID UP, - - $1,000.000.
RESERVE FUND, - - 1,000,000

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C
THOS. BRADSHAW, Esq. JOHN FIRSTBROOK, Esq.

HEAD OFFICE, - TORONTO.
W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

FINANCE AND INSURANCE

CANADIAN failures for 1904, according to R. G. Dun & Co.'s report, totalled 1,246, as compared with 978 in 1903 and 1,101 in 1902. Liabilities amounted to $11,394,117, as compared with $7,552,724 in 1903 and $10,934,777 in 1902. The bulk of the failures were of general stores, numbering 261, with liabilities of $1,893,250. Dry goods houses failed to the number of 83, with liabilities of $1,208,032; groceries, 175, with liabilities of $903,120; clothing stores, 68, with liabilities of $374,624; shoe stores, 40, with liabilities of $197,487; furniture stores, 21, with liabilities of $235,654; stove dealers, 30, with liabilities of $325,974, etc. Out of fourteen manufacturing classes analyzed, only four reported smaller losses in 1904 than in 1903. In trading classes every one with the exception of books and stationery, showed greater losses. The largest adverse exhibits appeared in general stores, groceries, dry goods and liquors.

* * *

THE annual meetings of a good many Canadian banks have been held during the past month, and all have shown satisfactory progress. The Canadian Bank of Commerce showed net earnings of $1,124,973, or nearly 13 per cent. Out of the net profits $500,000 have been added to the rest account. Other allotments amounted to $596,247, and $28,726 was carried to the credit of profit and loss for the current year. The Bank of Hamilton presented a report at its annual meeting covering a period of six months. The net earnings for the half year were $182,824, or nearly 8 per cent. for the period. The amount carried to the reserve fund was $100,000, bringing the fund up to $2,100,000. The net profits of the Dominion Bank amounted to $459,670, equal to 15.22 per cent. on the total paid-up capital of $3,000,000. Half a million dollars was carried to reserve fund and $134,572 to profit and loss. The Bank of Nova Scotia showed profits for the past year of $401,560, a fraction over 20 per cent. on its capital. A new issue of stock will be made of $500,000. The Royal Bank of Canada showed net profits for the year of $435,038.36. After paying dividends and reducing liabilities on bank premises, etc., the sum of $302,743.72 was carried forward. The Bank of New Brunswick showed net profits of $92,389.96. Of this, $60,000 had been paid out in dividends, $25,000 had been transferred to rest account, and the balance carried forward. The Bank of Toronto showed net profits of $490,995.91. An addition of $145,570 was made to the rest account, which is more than $300,000 greater than the capital of the bank.

* * *

THE number of depositors in the savings banks of the United States has doubled in the last seventeen years. The total amount of their deposits has increased from $1,235,247,371, in 1887, to $2,935,204,845, during the year 1903. The official statistics, for 1903, show 7,305,228 individual depositors. About one-half of the amount deposited represents the savings of the wage-earning class. The figures here given not only show an increasing prosperity among those of small incomes, but they also indicate an increasing frugality. Of the total deposits of the entire country not less than 38.5 per cent. are in the state of New York. The part of this grand total of deposits which is credited to the wage-earning class does not represent all of the savings of that group. The building and loan associations, with total assets of more than five hundred million dollars, are a favorite form of investment for many. Then personal hoarding, life insurance, and even modest investment in stocks and bonds, are other means of accumulation. Many wage earners in country towns and small cities own their homes.

NOTES.

It is rumored that the Bank of New Brunswick may go into business in Porto Rico.

The Sovereign Bank will shortly establish a branch in London. A branch was recently opened in Tweed.

The Bank of Hamilton will erect a branch at the corner of College street and Ossington avenue, Toronto.

The Bank of Hamilton has added Battleford, N.W.T., to its list of agencies. This brings up the total to sixty-two.

Mr. E. P. Heaton has been appointed manager of the insurance department of the Canadian Manufacturers' Association.

Mr. F. H. Mathewson, manager of the Montreal Branch of the Canadian Bank of Commerce, has been elected vice-president of the Montreal Board of Trade.

It is authoritatively announced that a branch of the Bank of Toronto will be established in Brantford in the premises lately vacated by the Bank of Hamilton.

Another branch of the Canadian Bank of Commerce has been opened at Melfort, Saskatchewan, with Mr. E. R. Jarvis as acting manager. This makes the 107th branch of this bank in Canada.

The announcement is made of the appointment of Mr. W. G. Parker, lately inspector and assistant manager of the Traders' Fire Insurance Company, to the position of general manager of that company.

It is understood that the negotiations for the amalgamation of the Merchants' Bank with the Royal Bank have been suspended until the retirement of Mr. Thomas Fysche, general manager of the Merchants' Bank, in June.

At the organization meeting of the Penny Bank of Toronto, Mr. Hamilton Cassells was elected president, with Messrs. Duncan Coulson, J. W. Flavelle, John B. Kay, Z. A. Lash, E. B. Osler, W. D. Ross and B. E. Walker, vice-presidents.

The Canadian Bank of Commerce has recently purchased property in the city of Toronto with a view of opening three new branches. The locations are: Queen street west, Parkdale; the corner of College street and Dovercourt road, and the corner of Bloor street and Lansdowne avenue. It is expected that building operations will be commenced in the Spring.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East. - - Toronto, Canada.

This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

TUPPER, PHIPPEN & TUPPER
Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, K. C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MABEE
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel. Main 3813. - - - - - Toronto, Ont.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

St. Margaret's College, Toronto

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director.
MRS. GEORGE DICKSON, Lady Principal.

TELEGRAPHY SHORTHAND
METROPOLITAN Business College
— OTTAWA, ONT. —
BOOK-KEEPING TYPEWRITING

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price $2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO., LIMITED, TORONTO.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms - 100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL.
10 Front St. East, TORONTO

HOTEL DIRECTORY.

NEIL McCARNEY, PROP. W. C. McCARNEY, MANAGER

THE PROVINCIAL
LEADING COMMERCIAL HOTEL. GANANOQUE, ONT
Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND
O. F. BAKER, PROP. GALT, ONT
First-class accommodation for Commercial Men.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

CLOSING THE BOOKS.

AT the close of a financial year in almost any business, there are a large number of outstanding items prepaid or still due, as the case may be, to be provided for, also apportionments of different charges to the proper accounts. Bookkeepers, having this department in hand, would do well to keep a record as these items turn up during the year in order that it would not be necessary to go back over the work of the year to discover them. This record may be kept on cards arranged alphabetically, showing the date paid, the date to which the account is prepaid and any other information necessary to ascertain particulars in regard to the account charged.

The following outstandings should all be provided for, viz:—

Insurance—Prepaid or due.

Advertising—Permanent advertisements, such as sign boards, magazines, etc.

Fuel, Water and Light—Fuel on hand, water and light prepaid or due.

Rebates—Due on purchases or sales.

Rents—Prepaid or due.

Taxes—Prepaid or due.

Catalogues, Price Lists, etc.—Stock on hand.

Salaries—Apportion general salaries over different departments.

Wages—Apportion for unproductive labor over different departments.

Freight—Payable on goods in transit.

Cash Discount—Approximate allowable on sales or receivable on purchases.

Interest—Accrued on bills or notes.

A FEW HINTS TO THE RETAILER ABOUT HIS RECORDS.

USUALLY a retail merchant has very little time to devote to his books of record, and, especially in a small business, the margin of profit would not permit of keeping a bookkeeper for this purpose. His object, therefore, should undoubtedly be to perform this department of his work as quickly as possible, still obtaining the desired results, but without re-writing the same material in any way.

The salesman taking the order should use a duplicate cash, sale or charge book, giving the customer the original copy, or, if the goods are delivered by a driver, send the original to the customer with the goods. The total amount of the sale may then be posted direct from the sale book to the customer's account in the ledger and the totals of the sale for the day, week, or month recapitulated from the same book the grand total being posted to the credit of "Sales" account or "Merchandise" account.

When rendering monthly statements to the customers, it should only be necessary to enter on statement the date and amount of purchase, as the customer has already the original bill of goods with which to check his statements.

The retail merchant does not demand from his wholesale house a statement of the goods in detail each month, and if the customer of the retail merchant preserves the original bill sent with the goods, an itemized account would be unnecessary. If, however, it was found that too many requests were being made for the complete statement of goods purchased during the month, a triplicate bill could be made by the salesman who originally took the order, and these bills would be filed alphabetically until required at the end of the month. As a good check on the delivery of goods, it might be well to have the clerk laying up the order, check each line on the left hand side of the order and the driver who delivers the goods double check the goods when packing in his wagon or on delivery.

Dr. Cash Journal. Cr.

	Ex. change	Discts	Bank Deposits	Cash Receipts	Sundries	Folio	Date	Accounts	Particulars	Folio	Sundries	Cash Payments	Bank Withdrawals	Discts	Sales	Bills Payable

This form of cash journal is a development of the old six column journal and comprises cash book, blank book and journal. In a small business it would be found very useful.

FORCE AS A SUCCESS-FACTOR.

More people fail from lack of force than from lack of education or opportunity. A man may be well educated, or brilliant, and yet, for lack of force, be a complete failure in his vocation. A man or woman may succeed without education, but not without force; without capital, but not without energy.—Success.

Minnehaha

WHEN Longfellow wrote about this Indian maiden, he was unable to do so on a Tablet like the "Minnehaha," with its smooth, velvet paper, and birch-bark cover so suggestive of the Indian. In Longfellow's poem, Minnehaha became the mate of Hiawatha, and this new Tablet is a fitting companion to the "Hiawatha" Tablet, one of our best productions.



This Tablet is stocked as follows:

Octavo size, ruled,	*Quarto size, ruled,*
No. 130	*No 132.*
Octavo size, plain,	*Quarto size, plain,*
No. 131	*No. 133*

The OCTAVO size will retail at 10c., and the QUARTO size at 20c.

Include some in your next order

W. J. GAGE & CO., Limited

WHOLESALE AND MANUFACTURING STATIONERS

TORONTO

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

NO sooner is one holiday season over than another one begins. Even at this early date, they are getting busy at the warehouse of Warwick Bros. & Rutter, Limited, and several cases of samples of import novelties have been opened. Through the courtesy of one of the directors, I was given a foretaste of what was in store for the trade, and judging from the goods already opened, it is no exaggeration to say that this year's lines will surpass those of any previous year. One wonders how the ingenuity of man is capable of turning out such an immense variety of novelties. The official opening, I understand, will take place about March 15 and prospective purchasers are urged, if possible, to come to Toronto, as they will there be able to see the goods to the best possible advantage. A more detailed announcement will be made later.

* * *

Just to whet the curiosity of those interested, let me mention a few of the good things, to be seen at the Queen street showrooms of Warwick Bros. & Rutter, Limited. Brass and copper goods are prominent this year. There are all kinds of smokers' sundries, ornaments, card trays, frames, etc., in these materials. Weathered oak is used to advantage in cigar boxes. Card trays of tiffany glass are most attractive. All sizes of photo frames of French design are shown this year. A novelty was a cute little roll top desk for ladies' correspondence. A folding opera glass was unique. A crumb brush on the plan of a carpet sweeper was quite new. These goods are brought together from many countries including Austria, Germany, France, Switzerland, Italy, Bohemia, England and the United States.

* * *

When in W. J. Gage Co.'s warehouse, I was shown a most useful little article, which I am pleased to be able to illustrate herewith. It is called the Imperial Fountain



A Useful Pen Filler.

Pen Filler ,and is made to supply one of those "long felt wants." It is made of rubber, and is attached on the top to a suitable bottle of ordinary blue black ink. One pressure of the fingers will fill your fountain pen. No spilling of ink, no dirty fingers, no trouble. Every user of a fountain pen will appreciate this article.

Warwick Bros. & Rutter, Limited, are showing a line of Radium steel pens in six different numbers, the product of the Imperial Pen Co., for which they report a good sale. Their line of Moire Velours notepaper in white and azure is now complete, while their stock of pads is fairly up to requirements. Both azure and white Lorraine papeteries are in stock.

* * *

The new line of water color crayons, being placed on the market by the American Crayon Co. is an excellent investment for any dealer. The colors are particularly brilliant. The fact that they may be used wet or dry



(when wet greatly intensified) and colors mixed, strongly commends them. Teachers and scholars are everywhere adopting them, rendering them a splendid line for the trade to handle.

* * *

It is customary to buy pencils by the gross, or by the dozen. W. J. Gage & Co., Toronto, have a line they sell, you might say, "by the yard." I refer to the new pencil assortment exhibit I saw in their warehouse, which when opened up is every one yard long. It is made in sections, with cloth hinges every five or six inches, and can be arranged into a large variety of shapes in the show window, or on the counter. The exhibit contains 72 first-class pencils of different kinds, to retail at 5c. and these can be replaced when sold, so that the display case is always full of pencils. W. J. Gage & Co. report a good sale for this new article.

* * *

A rather unique way of advertising lines of their own manufacture has been started by Buntin, Gillies & Co., Limited, Hamilton, who are sending out, freight prepaid, a sample order of stationery comprising 24 designs in tablets assorted octavo and quarto sizes, 14 designs and colors in papeteries all in the colonial size, and 3 lines of their fine note papers with envelopes to match. The order when complete is valued at $15, and contains the largest assortment possible with the smallest quantity of each so that stationers may have an excellent chance of judging their lines without overstocking. Buntin, Gillies & Co. also assume all liability in the matter. If the goods

do not give entire satisfaction, or a customer does not think the values as good as can be had anywhere, he may ship them back.

* * *

I have been shown and have put to practical use the "Camilla" pen and holder, made by Perry & Co. and sold in Canada by Menzies & Co. This pen and holder have been designed to correct the defects in children's writing, such as the incorrect proportion of length to breadth and an excessive slope. The holder is furnished with a small hollow bowl on the right side into which the second finger slips. This gives the hand a firm and steady grasp on the holder.

* * *

At the factory of the Copp, Clark Co., Limited, I was shown the new range of leather hand bags which this company are about to place on the market. The line is an extensive one and extremely creditable to Canadian industry. There are over fifty different bags in the series, ranging in price from 30 cents to $6.50 apiece. Seal and walrus are the favorite leathers, with dolphin leather a novelty giving promise of much popularity. A few of the bags are leather lined but, as this lining is falling off in the favor of purchasers, the majority are silk lined. Some of these silk linings in flower effects are extremely handsome. The cheaper lines are fitted with strap handles, the more expensive with braided handles. The fittings of the bags are worth noting. In the more expensive makes are to be found purses, scent bottles and card cases, containing looking glasses. With the cheaper lines only purses are included.

* * *

The leather department of the Copp, Clark Co., Limited, are as usual showing a most extensive series of leather novelties, including razor cases, handkerchief cases, music rolls, blotters, playing card cases, collar and cuff cases, besides an endless assortment of purses and wallets.

* * *

Something novel in pads was shown me at the factory of the Copp, Clark Co., Limited. The pad is the size of a Salisbury sheet, opened out, and is padded along half the top edge. The sheet can then be folded over and written on before being torn from the pad. The paper is fine linen lawn.

* * *

The Copp, Clark Co., Limited, inform me that they are now making Canadian Hemstitch Note and Canadian Vellum in papeteries and hope shortly to add these novelties to their series of note papers. This is the first time these goods have been made in Canada.

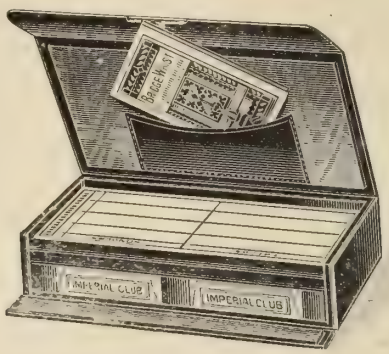
Judging from the advance set of 1905 papeteries, I was shown by the Copp, Clark Co., Limited, this firm's offering is going to be exceptionally strong this year. The line includes fancy papered boxes in floral designs, boxes covered with agate paper, cloth finished and imitation wood boxes. The latter are excellent imitations. The stock is mostly in salisbury shape and regina and rex sizes. There are over 45 new numbers in the series, affording a splendid selection to choose from.

* * *

The Brown Brothers, Limited, Toronto, are rapidly getting together a full stock of fancy leather goods, all of their own manufacture. They now have in stock pocket bill wallets from $3 per dozen to $36 per dozen; leather cases from $3 to $27; ladies' and men's card cases from $2 to 18; coin purses and bill folds; a full range writing portfolios from $12 to $96. All lines mentioned are now in stock. These items do not represent all the lines this firm usually carry, as they are adding new styles and patterns almost every day. As the latest ideas are brought out they will be represented in this firm's line. All the best qualities of leathers are used and the high standard of quality that this firm has maintained in the past will be adhered to in the future.



Goodall's Bridge, No. 9687.



Goodall's Bridge, No. 8068.



Goodall's Bridge, No. 9605.

Among more staple lines of leather goods Brown Brothers are showing a complete range of bankers' note cases, bank messengers' wallets, and desk blotting pads. These lines are made in a complete variety of styles and prompt shipment is assured.

* * *

The Brown Brothers are showing a complete range of ebony goods for import delivery about October. The line consists of every conceivable article for the toilet table. In addition to the ebony goods there is a miscellaneous line of fancy goods for import consisting of titled toilet cases, cigar cases, manicure cases, drinking cups, photo frames, purses, picnic sets, powder cases, etc, etc. The careful buyer will do well to carefully inspect this import line of the Brown Brothers, Limited.

* * *

The annual meeting of the United States Playing Card Company, Cincinnati, was held last month in Jersey City, N.J. The following officers were elected at the meeting: President, John Omwake; vice-president and treasurer, hobert J. Morgan; secretary, Robert McCutcheon; assistant secretary, Samuel Murray; assistant treasurer, Frank Jamieson; directors, J. Dan Seib, William Polsen,

A TRIANGLE OF TRUTHS

The Surest Seller

The People's Paper



The Copp Clark Co., Limited Toronto

Prices Per Doz. 8vo 80c. 4to $1.60.

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HIGH-GRADE

Wedding and

Correspondence Papers.

Visiting Cards,
Papeteries
and Tablets.

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148-150-152 Duane Street,

NEW YORK, U.S.A.

EUROPE: L. & C. Hardtmuth—L. E. Waterman Co.

CANADA: L. E. Waterman Co.—L. & C. Hardtmuth

In Europe, L. & C. Hardtmuth handle Waterman Ideal Fountain Pens. In this country we handle Hardtmuth's KOH-I-NOOR and MEPHISTO Pencils. We carry EVERY grade of KOH-I-NOOR and MEPHISTO pencils IN STOCK—KOH-I-NOOR pencils from 9H to 6B, to say nothing of "Shorthand" and "Account Book;" MEPHISTO pencils with and without mouthpiece in Violet, Red, Black, Blue and Green copying lead. We will be only too glad to supply very effective ADVERTISING MATTER with any goods shipped you.

L. E. Waterman Co.

107 St. James Street, - Montreal

John Omwake, R. J. Morgan, John F. Robinson, Gilbert N. Robinson, Robert McCutcheon and John Hoge.

Col. Robert J. Morgan, vice-president of the company, left his hotel for the first time in the week to attend the meeting, a fact for which he was reproached earnestly. "Oh, that's all right," he replied, "I suppose I'm miss-



Goodall's Bridge, No. 9493.

ing a lot of things by staying in the house, but I'm satisfied to miss 'em, as long as I know I'm missing this New York brand of pneumonia."

* * *

The latest Paris toy is a terra cotta head, on the top of which, and in the place in which the eyebrows should be, are furrows. A packet of fine grass seeds is sold with the head. The head is well wetted and the seed is put in the furrows. In a few days a fine crop of green hair and eyebrows is produced, to the great delight of all beholders.

* * *

Contrast of color is a prime essential in effective window display, but at the same time the contrast must be of a character to please the eye. Dull, dark colors are seldom attractive as backgrounds, but in some cases little touches of dark serve to heighten the general effect of a display in which the prevailing tone is light. Bright, warm color effects in window displays are far more effective in Winter, especially in sections where the ground is covered with snow for weeks at a time, than in the torrid days of mid-summer, when something cooler and more restful is demanded; and masses of bright red which might prove highly detrimental to good display in the warm months may be freely utilized in cold weather.

* * *

In its last weekly report on the United States paper market, the American Stationer says: Although the de-



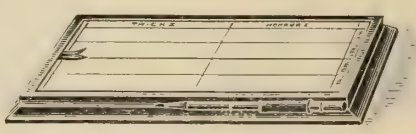
Goodall's Bridge, No. 8955.

mand is rather quiet, quotations on the different grades remain fairly firm. On news and side runs of news there is considerable competition, with the result that prices are low. Manilas, on the other hand, are very firm and have an upward tendency. In book papers the market is firm, notwithstanding the fact that some slight concessions in price have recently been made to induce the placing of desirable orders. Contracts and orders for future delivery, on the basis of present prices, are not sought by the book paper manufacturers. With but few exceptions all of them have a "comfortable" supply of orders on hand. With even a slight increase in the demand a considerable stiffening in the prices of book papers would follow, so it is believed. Writings are firmer, according to all reports. In paper bags there is little new business, as consumers of bags were loaded up with supplies before the recent advance.

—"The Man on the Inside."

GOODALL'S BRIDGE ACCESSORIES.

Fancy cloth, leather, oak and mahogany are the materials used in Goodall's bridge sets, some of which are illustrated in this number. The array in the showroom of Mr. A. O. Hurst, Toronto, is almost overpowering, so numerous and attractive are the numbers. The newest makes are in desk shape, narrow and high at the back,



Goodall's Bridge Score Card, No. 10198.

though the majority are the standard cabinet shape. Goodall's score cards, padded, with pencil attachment, are also shown.

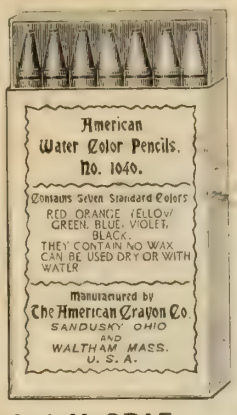
NEW GOODALL BACKS.

IT is with genuine and pardonable pride that Mr. A. O. Hurst is exhibiting the new playing cards with which Goodall & Son, Limited, have supplied him this year. Twelve new lines of cards have been added to the Bicycle series. A new series of Canadian backs has been added to the National series, and four new plain backs to the Tartan series. The Ocean to Ocean series has been reinforced with a new and attractive maple leaf back. The Salon series now includes a striking Indian head. One of the most attractive additions to the Sultan series is a back in which is grouped a lot of game, including rabbits, pheasants, etc. A series of souvenir views of Montreal and Quebec with accompanying coats of arms has been added to the Ocean to Ocean series. An historic series, with a minuet back was particularly attractive. Another fine back depicted a magnificent elk on a snow-clad hill, the whole in a border of maple leaves. These are but a very few of the new backs.

PERRY PENS
ONE TON of PENS MADE DAILY
Red PERRY BANDS Aromatic
PERRY STATIONERS' SUNDRIES.

Perry & Co., Ltd., London, have pleasure in stating that Messrs. MENZIES & Co., of Toronto, represent their interests in Canada, and they will be pleased to furnish samples of above specialities on receipt of postcard.

Mr. T. E. Menzies will shortly visit all interested in these goods, with full range of samples.



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WATER COLOR CRAYONS

Strong, Beautiful Colors

They will mix, producing other shades and colors. May also be used **WET,** thereby intensifying. Box contains seven primary colors, retailing at popular price of 10c. Flat or round boxes. Obtainable from Wholesale Houses. Manufactured by

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All that are desirable for a Store Sign, rich in appearance and easily read. They are made by us in such a variety of designs that it does not pay you to go without a Sign. Cannot we submit you sketches and name you prices for a proper Sign? Your Store Front is the best Advertisement. Make it talk to the passer-by.

The Martel-Stewart Co.

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RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.

Article can be placed anywhere on the platform, yet always show accurate weight. Our successful development of this scientific principle has produced the only perfect postal scale.

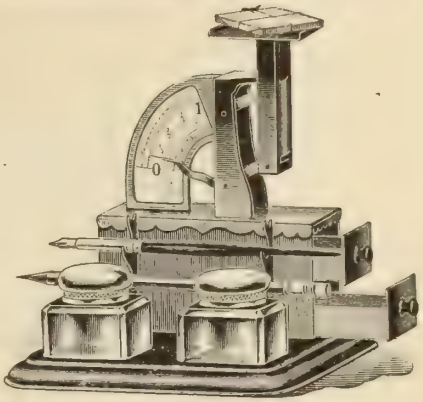
They save stamps—Your jobber has them.

MADE IN FOUR SIZES

The "SUPERIOR,"	capacity	4 lbs	by ½ oz
The "IDEAL,"	"	2 "	" ¼ "
The "GEM,"	"	1 "	" ½ "
The "RELIANCE,"	"	8 oz.	" ¼ "

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FAST MAIL.
Capacity 1 pound by ½ ounces.

A Newcomer,

but one which has come to stay, is the

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Every point is rounded in a special manner and

will not Stick or Splash.

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Agents for Canada.

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Style and finish equal to imported cards.

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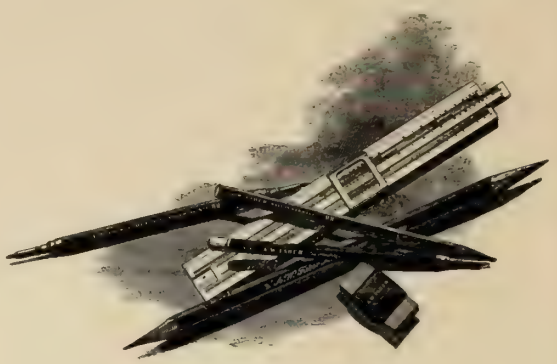
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at the *International Exposition, St. Louis,* 1904. LEAD and COLORED PENCILS, PENHOLDERS, RULERS, CALCULATING RULES, INKS, WATER COLORS, RUBBER BANDS and ERASIVE RUBBER.



MANUFACTURING HOUSES IN

LONDON, PARIS, BERLIN, NEW YORK, 78 Reade Street.

BRIDGE PARTIES.

By Mrs. Robert Tennant.

To make a bridge party thoroughly successful, the host or hostess must devote a certain amount of time and thought to the arrangement of the tables. These should not be placed too close to each other, and all should be thoroughly well lighted. Some people seem to think that, if they have got electric light in their rooms, they have done all in that way that can possibly be required; but how many card parties are spoilt by the bad arrangement of this light! On one side it sometimes falls on the exposed hand with a glare that makes the cards look blurred and indistinct, and on the other dim shadows obscure everything. The hostess should see that the light is really sufficient, and, if not, supply a pair of candles. The names of the players at each table should be written on a slip of paper and put in the middle, so that everyone can see at a glance where he or she is to play.

Four bridge-markers should be provided, so that everyone can keep their own score, and some of those little "win and lose" cards, which are very convenient, as they obviate the necessity of settling after every rubber. The two packs of playing-cards should be alike in size and shape, though of contrasting colors. Those new, thin, rather long-shaped ones are the pleasantest to play with, and I do like gilt-edged cards. I have played at houses where the cards were of every variety, and at a table where one pack was thin and clean, and the other very thick and somewhat the worse for wear; it gave one a positive shock to pick up a handful of those clumsy, shady cards, which seemed to intensify the horrors of a spade-hand!

In arranging the guests, not only a certain uniformity of play is required, but temper and manners should also be taken into account. A player inclined to domineer over his partner and to lay down the law generally, should not be put at the same table with three gentle people who will bear his tyranny meekly; but their number should include someone capable of keeping this truculent person in his proper place.

Perhaps you will say that it would be a simpler plan to exclude him from the party altogether; but this is not always possible, as I am sorry to say that there are many people in the bridge circle who cannot be said to behave well—they show their temper in a way unheard of in polite society, and say rude things to their partner that would not be tolerated for a moment in other circumstances.

Dennison's 1905 Napkin Samples

SHOULD HAVE REACHED YOU

THEY TELL THEIR OWN STORY

HELP US CREATE NEW INTEREST BY EXPLAINING THE VARIED USES TO WHICH CREPE NAPKINS CAN BE PUT

OUR "TABLE DECORATIONS" FOR INSTRUCTIONS.

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Dennison Manufacturing Co.

Coristine Building, MONTREAL.

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"Why do you claim 'Koh-i-noor' Pencils to be the Standard Pencils of the world?" We will tell you :

BECAUSE of their *splendid quality.*

BECAUSE every sale makes a pleased customer.

BECAUSE they *never* become "dead" stock.

BECAUSE they are worth their cost *always.*

BECAUSE they suit every purpose of a pencil, being made in 17 degrees.

BECAUSE a dealer can *always* suit a customer with "Koh-i-noor" Pencils, and rarely can with others.

BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. *Koh-i-noor* Pencils *sell quickly*, and without special effort on the dealer's part.

BECAUSE it pays to handle and be identified with such high-class goods.

We can give more reasons, if necessary, and we believe other dealers can, too.

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New lines, all sizes. Ledgers, Journals, Day Books, Cash Books, Letter Books, Dockets, Trial Balances, Indexes, Time Books, etc.

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Everything required. Leather, Thread, Board, Cloth, Marble Paper, etc.

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Preparing New Goods for the Times. Bankers' Cases, Wallets, Bill Cases, Card Cases, etc.

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Swiss Cambric Note and Envelopes.

Crepe Tissue all New Shades, very large Stock.

Pirie's Fancy Stationery, Envelopes, etc.

Calling Cards, New Styles, Sizes and Qualities also Mourning.

Call and see our New Warehouse, we cannot possibly enumerate all to be seen there, as additions are constantly being added. Letter orders will receive prompt attention.

BROWN BROS.
LIMITED
Phones M. 3852, 3853. Established Half a Century.

WALL PAPER.

QUAINT WALL PAPER.

THE oldest landscape wall paper I ever saw, writes Frank D. Sanborn, was in the parlor of President Wean, of Hampton Falls, a simple hunting scene with three compartments; a deer above, a dog below, and a hunter with his horn below that. It was put on in 1737, when the house was built, and I think is there still. Colonel Whiting's house, built about 1815, had a more elaborate and extensive scene, what the French called "Montagnes Russes," artificial hills in a park, for sliding down toboggan-fashion, and a score of people using them or looking on. The oldest papers were patterned first after old tapestry.

Portsmouth, New Hampshire, can boast of several antique papers. One house has its walls papered with an illustration of "The Lady of the Lake." The papers in the homes of former professors of Dartmouth College are carefully preserved and will probably always be allowed to remain. One depicts the Bay of Naples and Mount Vesuvius; the other the seasons. The Bay of Naples theme seems to have been most admired a hundred years ago. Rev. Wallace Nutting, of Providence, R.I., whose fame as an artistic photographer is widespread, sent me a picture of a parlor in St. Johnsbury, Vt., where he found this paper. Three women dressed in old-fashioned style, even to the arrangement of their hair, are seated at table, enjoying a cup of tea. An old tabby is napping cosily in a soft-cushioned chair. And above, on the right, Vesuvius is pouring forth the usual volumes of smoke. A fine old mahogany sideboard, at the foot of the volcano, decorated with decanters and glasses large and small, presents an inviting picture.

In Taunton, Mass., the adventures of Aeneas, son of Anchises and the goddess Venus, make a most interesting series of tableaux. One shows him fleeing from burning Troy, bearing his aged father upon his shoulders and leading by the hand his young son, Ascanius. Through the courtesy of Mr. Brown, of Gregory & Brown, Boston, I have twelve medallion scenes from the thrilling love affair of Cupid and Psyche. The last four have these subjects: "Psyche Going to Hell," "Psyche Returning from Hell," "Reconciliation of Venus and Psyche," "The Union of Psyche and Cupid."



A PLEASANT REMINDER.

The Watson, Foster Company, Montreal, believe in doing things well. They sent out a most attractive Christmas card last year, illustrated herewith, the issue of which end-on was nearly two miles in length. The card sparkles with originality and was a most pleasant holiday reminder to friends and patrons from a progressive and friendly firm.

THE LATEST MUSIC

"Beautiful Home of Paradise"—Song. Words by C. N. Douglas; music by R. A. King. Published in G (D to D), B flat (F to F), and C (G. to G). One of the most effective of this season's sacred songs, with plenty of variety and an effective setting, reminding one of Faure's "Palm Branches." Whaley, Royce & Co., Toronto.

"Love-Land" Waltzes, by A. Holzmann, composer of "Colonthe" waltzes. A suite of three very pretty waltzes with coda, written in a popular style, tuneful, and with just the right degree of rhythm. Lovers of first-class dance music should send for this number. Whaley, Royce & Co., Toronto.

"Polly Prim." March and two-step, by S. R. Henry, composer of the famous marches "Colored Major" and the "Crack of the Whip." Quite as catchy as its predecessors and equally popular on dance programmes this season. Whaley, Royce & Co., Toronto.

"Sleepy Hollow." Characteristic two-step and intermezzo, by J. W. Norworth. A clever little composition, with plenty of humor, deserving a place in every popular pianist's repertoire. Whaley, Royce & Co., Toronto.

"Abraham." Coon song; words by A. B. Sterling, music by H. Von Tilzer. This song needs no further introduction than the fact that it is by the composer of that recent favorite "Alexander." Whaley, Royce & Co., Toronto.

"In the Shade of the Old Apple Tree." A pretty sentimental song, with words by H. H. Williams, and music by E. Van Alstyne. The setting is tuneful and the refrain in taking waltz time. Whaley, Royce & Co., Toronto.

"The Veteran's Song." Words by F. E. Weatherly, music by Stephen Adams; published in C (C to E), D (D to E), E flat (E to F), and F (F to G). One of the newest patriotic songs from the pen of this well-known composer. It is full of go and rhythm, and as it has a haunting melody running all through it, ought to be a very effective concert number for baritone voice. Whaley, Royce & Co., Toronto.

Music Orders attended to promptly and satisfactorily

Headquarters for all the Standard and Popular English and American Musical Works.

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As good as any at any price.
Better than any at the same price.

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Known to Fame in Point and Name Are **Koh-i-noor Pencils**

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A pleasure for anyone to use.

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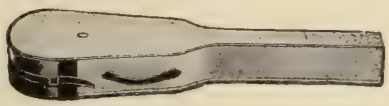
The "IDEAL" Canvas Cases

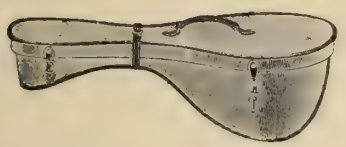
FOR (OUR OWN MAKE)



Violins

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The "IDEAL" Canvas Cases are made of Heavy Brown Duck over the very best Binders' Board, Fleece Flannel Lined, outside edges bound with Leather Cloth, Binding (turned edges), Heavy Leather Handles, Straps and Trimmings. Unquestionably the best canvas cases ever placed on this market.

See Them and You will Have No Other.

The prices are the lowest possible consistent with the quality of the goods.

WHALEY, ROYCE & CO., LIMITED,

158 Yonge St., Toronto, Ont.

WESTERN BRANCH, - 356 Main St., Winnipeg, Man.

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WALL PAPER SEASON?

IF NOT

WRITE US TO SEND (PREPAID) SAMPLES OF OUR BEST SELLING LINES FOR 1905.

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MADE IN CANADA.

THEY'RE PERFECT

"NUF SED."

Manufactured by

THE COLONIAL INK CO. LIMITED

PETERBOROUGH, CAN.

INJUSTICE TO RETAILERS.

Editor Bookseller and Stationer:

Through your valuable paper we would like to have a word with our friends in the retail business. We think it is about time for the retail booksellers to take action for their own protection, and refuse to give import and other orders to the jobbers and publishers who give no consideration or protection in regard to selling to customers in their several localities. Many of them, particularly the church publishing houses, accept and fill orders for single books or for quantities for school libraries and prizes and even send supplies on approbation for parties to select from. All such orders ought to be referred to the local dealer or at least filled through him, but these houses take good care not to do this. They load up the dealer and then take all the business they can from him and even advertise in their organs for all the business than can get, never mentioning the booksellers.

It's about time the trade quit giving orders to these concerns. Now that the time is coming when they will be calling for the 1905 orders the best plan would be to refuse to buy from them or even look at their lines. They would then begin to realize they couldn't have "the whole hog" and would probably give the retailer a fair deal.

We intend to try this plan this season and if retailers throughout the land would adopt the same policy there would be a chance for the better.

Another injustice we might refer to is in regard to the advertising of books. You will see many advertised and the publishers and their branch houses only are named as places where the books can be obtained. They don't think of saying they can be obtained at all booksellers. They evidently want to draw all the business their own way. Surely in all fairness they ought to let the public know that the books could be obtained from any bookseller.

Retailers, let us try and get fair play. We ought to be helped instead of being ignored (except when these people want an order). The publishers and jobbers ought to help us and by so doing they would be helping themselves. If they don't, we should at least withdraw our support from them. Let's try it.

RETAILER.

CUT PRICES AGAIN.

Apropos of the editorial in the last number of Bookseller and Stationer on the cutting of prices in the book trade, two opinions since received should prove of considerable interest, taking up as they do the other side of the question:

An Opinion from a Department Store.

The manager of one of Montreal's leading department stores considers it hardly fair to department stores to let the article go unchallenged. In regard to clerks not having experience to properly fill book customers' requirements the same as in book stores, he avers that greater specialization is made in the book and stationery departments of most department stores. A clerk sells only books and is thus able to be familiar with them. Further, the clerks in this store have been with the firm for periods ranging from six to ten years, and know the book trade. Continuing, he thought that the bookseller would always have a legitimate place in selling fine books and special editions. Department stores, as a rule, slaughter only two or three recent novels to create interest, and murder a lot of cheap stuff. That is the future of the department store book trade. They can and always will sell cheap plunder at a price book stores cannot meet. "The high-class department stores," he said, "will avoid this cheap truck, but will not undersell book stores in standard works."

A Veteran Bookseller's Opinion

I was much interested in the various opinions in the January issue of Bookseller. However, I take exception to the statements in the editorial, and do not view matters in so favorable a light. Clerks in department stores and book stores nowadays are not really competent because the wage that can be paid them profitably is not sufficient to retain the right class. What the new form of the book store will be is a very debatable question. I am convinced, however, that the day of the old-fashioned book store is past. With reference libraries, and various kinds of circulating ones, as well as department stores, the old-fashioned book store only appeals to the bookworm. The reading public is constantly growing, but demands newspapers and magazines even more than fiction. When a man comes to a book store nowadays, nine times out of ten he knows what he wants and asks for it as publishers are appealing direct to consumers. Book stores cannot afford to carry the varied stock demanded and special orders are frequent.

I often think of my early days in the Montreal book trade. In those days, instead of ordering 25 copies of a book like "The Prospector," 250 would not be unusual, and these would sell more readily than 25 to-day. Readers took a pride in those days in their libraries, and many men made daily visits to book stalls in order to make sure of not missing any new works. I can remember several ardent ones who had special pockets made in their overcoats to carry away at least half a dozen copies. Sales of as many as 25 books were not uncommon. Such things are, of course, impossible under modern conditions. The book trade in the United States and England is feeling the same result. However, the book store that incorporates profitable side lines and is progressive will always exist.

PERSONAL AND TRADE NOTES.

Mr. C. W. Coates, the veteran Montreal bookseller, has suffered from cold this month, but has pluckily stayed at his post.

Morris, Baird & Co., of Victoria, B.C., have commenced the manufacture of writing inks, metal polish and blueing for washing purposes.

Mr. S. Paul, of Hutchinson & Co., the London publishers, arrived in Halifax at the end of January and is visiting the principal Canadian centres as far west as Winnipeg.

The Library Bureau of Canada, Limited, "inventors of the card index, originators of vertical filing, and devisers of business systems," have opened an office in Toronto at 77 Bay street.

Library Supply Co., Limited, Toronto, have been incorporated with a share capital of $40,000, to buy, sell, and deal in books. The directors are: Geo. Kelly, H. Doran, E. Scouten, F. E. Roberts, R. F. Day, all of Toronto.

Mr. J. E. Hodder Williams of the London publishing house of Hodder & Stoughton was a recent visitor to Canada. He traveled as far west as Winnipeg, where he made arrangements with Ralph Connor for several future publications. Mr. Williams is a young man and most progressive. He is practically the head of the firm of Hodder & Stoughton, which to-day has one of the longest and best lists of publications of any English house.

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2. "The Prospector," by Ralph Connor. Westminster.
3. "The Masquerader," by K. C. Thurston. Harpers.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "Rebecca," by K. D. Wiggin. Briggs.
4. "The Pillar of Light," by Louis Tracy. McLeod & Allen.
5. "Double Harness," by Anthony Hope. Copp, Clark Co.
6. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark

GUELPH.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Memoirs of a Great Detective." Morang.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Masquerader," by K. C. Thurston. Harpers.
6. "Dr. Luke of the Labrador," by Norman Duncan. Revell.

HALIFAX.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.
5. "The Mountains," by S. E. White. Morang.
6. "Dialstone Lane," by W. W. Jacobs. Copp, Clark.

HAMILTON.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "The Undercurrent," by Robert Grant. Langton & Hall.
4. "The Prospector," by Ralph Connor. Westminster.
5. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

KINGSTON.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Prospector," by Ralph Connor. Westminster.
3. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "Traffics and Discoveries," by Rudyard Kipling. Morang.
5. "God's Good Man," by Marie Corelli. Briggs
6. "Dr. Luke of the Labrador," by Norman Duncan. Revell.

MONCTON.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "The Prodigal Son," by Hall Caine. Morang.
6. "Captain Amyas," by D. Wyllarde. Lane.

MONTREAL.

1. "The Prospector," by Ralph Connor. Westminster.
2. "The Masquerader," by K. C. Thurston. Harpers.
3. "My Lady of the North," by R. Parrish. McLeod & Allen.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Magnetic North," by E. Robins. McLeod & Allen.
6. "The Garden of Allah," by R. Hichens.

OTTAWA.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
5. "The Prodigal Son," by Hall Caine. Morang.
6. "The Last Hope," by H. S. Merr man. Scribner's.

PETERBORO'.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Masquerader," by K. C. Thurston. Harpers.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "The Prospector," by Ralph Connor. Westminster.
5. "Rebecca," by K. D. Wiggin. Briggs.
6. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

PORT ARTHUR.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
3. "He that Eateth Bread with Me," by Keays. Langton & Hall.
4. "Black Friday," by F. Isham. McLeod & Allen.
5. "God's Good Man," by Marie Corelli Briggs.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

SARNIA.

1. "The Prospector," by Ralph Connor. Westminster.
2. "The Masquerader," by K. C. Thurston. Harpers.
3. "The Second Mrs. Jim," by S. Conrad. Langton & Hall.
4. "The Sea Wolf," by Jack London. Morang.
5. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
6. "Dr. Luke of the Labrador," by Norman Duncan. Revell.

ST. CATHARINES.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli, Briggs.
3. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
4. "The Princess Passes," by Williamson. McLeod & Allen.
5. "Old Gorgon Graham," by G. H Lorimer. Briggs.
6. "Black Rock," by Ralph Connor. Westminster

ST. JOHN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli." Briggs.
3. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "The Sea Wolf," by Jack London. Morang.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

STRATFORD.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador." by Norman Duncan. Revell.
3. "Brewster's Millions," by G. B. McCutcheon. McLeod & Allen.
4. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
5. "The Princess Passes," by Williamson. McLeod & Allen.

TORONTO.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "Nancy Stair," by E. M. Lane. Appleton.
4. "The Prospector," by Ralph Connor. Westminster.
5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
6. "The Princess Passes," by Williamson. McLeod & Allen.

VANCOUVER.

1. "The Prospector," by Ralph Connor. Westminster.
2. "The Prodigal Son," by Hall Caine. Morang.
3. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
4. "God's Good Man," by Marie Corelli Briggs.
5. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
6. "The Truants," by A. E. W. Mason. Harpers.

WINNIPEG

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Prodigal Son," by Hall Caine. Morang.
5. "Double Harness," by Anthony Hope. Copp, Clark.
6. "Jess & Co," by J. J. Bell. Copp, Clark.

CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "The Prospector," by Ralph Connor	161
2. "God's Good Man," by Marie Corelli	94
3. "The Masquerader," by K. C. Thurston	78
4. "Dr. Luke of the Labrador," by Norman Duncan	69
5. "Beverly of Graustark," by G. B. McCutcheon	46
6. "The Man on the Box," by H. MacGrath	25

LATE BOOK NEWS.

A work on "Higher Criticism" by Rev. John Langtry, D.D., will be issued this Spring by William Briggs, Toronto.

A second edition of Mrs. A. L. Jack's booklet of verse, "Rhyme Thoughts for a Canadian Year" has been issued by William Briggs, Toronto.

"The Burning Bush" is the title of a volume of brief discourses by the well-known evangelist, Rev. Walter D. Russell.

"Great Facts for Christian Living" is the title of a new volume by Rev. Geo. B. McLeod, minister of the First Presbyterian Church, Truro, N.S. An introduction is contributed by Rev. R. Douglas Fraser, M.A. The book is published by William Briggs and will sell at a dollar.

Mr. C. B. Keenleyside, of London, who has written a number of religious or devotional treatises, and whose last booklet "On the Banks of the Besor" has already sold up to 20,000 copies, has prepared another little work, about to be published, entitled "A Day of Good Tidings."

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Liesbestraum (Love's Dream). Nocturne. By Franz Liszt. Edited, pedalled and annotated by J. D. A. Tripp. Si Oiseau J'Etais. By Adolphe Henselt, Op. 2, No. 6. Edited, pedalled and annotated by J. D. A. Tripp. Prelude. By S. Rachmaninoff, Op. 3, No. 2. Edited, pedalled and annotated by J. D. A. Tripp. Melodie In F. By A. Rubinstein. Op. 3, No. 1. Edited, pedalled and annotated by J. D. A. Tripp. The Nordheimer Piano & Music Co., Limited, Toronto.

Waken, Lords and Ladies Gay. Hunting Song. For Men's Voices. Words by Sir Walter Scott, music by Albert Ham. Albert Ham, Toronto.

The Virginian March. By Geoffrey de Vere. Geoffrey de Vere O'Hara, Toronto.

Geometry for Schools (Theoretical). A Sequel to Elementary Plane Geometry, Inductive and Deductive. By Alfred Baker, M.A., F.R.S.C. (Book). W. J. Gage & Co., Limited, Toronto.

Epanchement. Chant sans paroles. Pour piano. Par Amedee Tremblay. C. O. Lamontagne, Fils, Montreal.

La Corsicana. Opera in one act. Libretto. By Stuart Maclean, Italian translation by H. Ringler. A Vain Wish. Words and music by Lily T. Strickland, Op. 7. Gathered Roses. Words by Francis Bourdillon, music by Lily T. Strickland. When Twilight Dews. Words by Thos. Moore, music by Lily T. Strickland, Op. 10. The John Church Co., Cincinnati, Ohio.

L'Almanach du Peuple de la Librairie Beauchemin. Librairie Beauchemin (a responsabilite limitee), Montreal.

L'Almanach du Monde qui Chante. J. E. Blair, Montreal.

The Canadian Almanac and Miscellaneous Directory. The Copp, Clark Co., Limited, Toronto.

The Hub and the Spokes; or, the Capital and its Environs. By Anson A. Gard. (Book.) Anson A. Gard, Ottawa.

Tizzy Wizzy. By Howard Brown. (Music). First Flirtation. By Chas. E. Mullen (Music). A Hen on the Nest. By Geo. L. Spaulding. (Music). Will Rossiter, Chicago.

Le Drapeau Fleurdelise de Carillon. Paroles du Major Francois Lapointe. Musique d' Alexis Contant. J. G. Yon, Montreal.

An Epoch in Canadian History, an Appreciation. (Upper Canada College, 1829-1904.) By Frank Arnoldi, K.C. (Book.) Upper Canada College Old Boys' Association, Toronto.

Zenith. Intermezzo. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Pennsylvania.

An Encyclopedia of Canadian Biography. Containing brief sketches and steel engravings of Canada's prominent men. Volume I. The Canadian Press Syndicate, Montreal .

The Voice of the Dove. (Song.) Words by Joaquin Miller. music by Charles Willeby. The John Church Co., Cincinnati.

London. Words and Music by Wilfred Charles Traher. The Jolly London Old Boys. Words and music by Wilfred Charles Traher. Sweet Susannah of Savannah. Words and music by Wilfred Charles Traher. Wilfred Charles Traher, London.

The New Requirements in Chemistry. For Junior Matriculation and for the Departmental Examinations of the Province of Ontario. By W. Lash Miller, Ph.D., F.R.S.C. (Book.) Librarian of the University of Toronto, Toronto.

Primary Exercises in Arithmetic, No. 3, No. 4, No. 7, and No. 8. By H. J. Silver, B.A. Herbert Joseph Silver, Montreal.

Reading Charts to Accompany Public School Phonic Primer. The Canadian Publishing Co., Limited, Toronto.

Ballad of Ruth. By Rev. M. O. Smith, M.A. E. M. Renouf, Montreal.

Exercises Francais. (Deuxieme Serie.) By L. E. Lawless. H. H. Curtis and L. E. Lawless, Montreal.

Fleurettes Canadiennes. (Poesies.) Oswald Mayrand, Montreal.

Canadian Scenery; Ocean to Ocean Series—Stereoscopic Views—1, Red Sucker Tunnel, Lake Superior; 2, Mount Stephen, Kicking Horse Pass, B.C.; 3, Chateau Frontenac and Citadel, Quebec; 4, Kicking Horse, First Switch, B.C.; 5, Old Gore, Hamilton, Ont.; 6, Wolfe and Montcalm Monument, Quebec; 7, Victoria Park, Belleville; 8, Three Sisters Peaks, Canmore, B.C.; 9, Parliament Buildings, Quebec; 10, Calgary and Bon River, Alberta. Nerlich & Co., Toronto.

Poems of the Romantic Revival. Edited by John W. Cunliffe, D. Lit., and Susan E. Cameron, M.A., with a prefatory note by Chas. E. Moyse, B.A., LL.D. The Copp, Clark Co., Limited, Toronto.

The High School Poetry Book Part II. Chosen and Edited with notes, by W. J. Sykes, B.A. Morang & Co., Limited, Toronto.

Introductory Chemistry. By W. S. Ellis, B.A., B.Sc. The Copp, Clark Co., Limited, Toronto.

Merely Mary Ann. (Play.) Israel Zangwill. Goodall, Florida.

Over the Journey. (Sacred Song.) Words by Llewellyn E. Morrison. Music by Jules Faber. It's not the House that Makes the Home. (Song.) Words and music by Herbert H. Pinear. Hakana. (A Japanese Jingle.) By Wilfrid Beaudry. The Eternal City. (Sacred Song.) Words by Llewellyn A. Morrison. Music by Jules Faber. Rock Me to Sleep. Words by Llewellyn A. Morrison. Music by Jules Faber. The Lilliputian Bazaar. (March Two-Step.) By Joseph F. Lamb. Harry H. Sparks, Toronto.

Code Municipal de la Provence de Quebec, Annote. (Deuxieme Edition.) Par J. E. Bedard, C.R. Camille Theoret, Montreal.

Code Civil de la Provence de Quebec, Annote. (Volume II.) Par J. J. Beauchamp, C.R., LL.B. Premiere et Deuxieme Partes. Camille Theoret, Montreal.

Commercial Law Reports of Canada. Volume 3. (Annotated.) Edited by W. R. P. Parker, B.A., LL.B. R. R. Cromarty, Toronto.

Play Time Pieces (Marching, Mary's Garden, and Swinging.) (Song Without Words, Dickory Dickory Dock, Jack and Jill, and A Strange Young Lady.) (Going to Sleep, Mistress Nelly.) (The White Moon Fish, and The Ginger Bread Man.) Short Pieces for Small Hands. (Jack Be Nimble, My New Piece, and Teeter Song.) (A Sunny Day, and The Queen of Hearts.) (Rock-a-By, a Study Piece, and Staccato Piece.) (One, Two, Buckle My Shoe, Lullaby, and The Bell Ring for Pussy.) Forty

leading Studies. (For the Piano.) By Katharine Burrowes. Katharine Burrowes, Detroit, Michigan.

Ise A-Waiting Josephine. Words by Will West. Music by Emil Bierman. Jerome H. Remick & Co., Detroit.

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A Bashful Bachelor. (A Congo Serenade. Two-step Intermezzo.) By L. Lawrence Ritchie. Jerome H. Remich & Co., Detroit.

Responsabilite du Patron dans les Accidents du Travail. Par J. Cleophas Lamothe. J. C. Lamothe, Montreal.

The Heart of Japan. By Arthur P. Addison, B.A., B.D. (Text book No. 3.) F. C. Stephenson, Toronto.

Josette. (Poem.) By William Henry Drummond. Mrs. Mary Peck, Montreal.

King Edward. (Picture.) H. E. R. Stock, Toronto.

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Beatty, Blackstock, Fasken, Riddell & Mabee, Toronto.
Tupper, Phippen & Tupper, Winnipeg.

Books and Albums.
Briggs, William, Toronto.
Copp, Clark Co., Toronto.

Blank Books.
Copp, Clark Co., Toronto.
Boorum & Pease Co., New York.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Warwick Bros. & Rutter, Toronto.

Calendars, etc.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Menzies & Co., Toronto.
Warwick, Bros. & Rutter, Toronto.

Commercial Works.
Morton, Phillips & Co., Montreal.

Crepe Paper.
Brown Bros., Limited, Toronto.
Dennison Mfg. Co., Boston, Mass.

Educational.
Metropolitan Business College, Ottawa.
St. Margaret's College, Toronto.

Engravers and Printers.
Standard Embossing Co., Toronto.
Weese, G. A. & Son, Toronto.

Fancy Goods.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Fountain Pens.
Gage, W. J., Co., Toronto.
Parker Pen Co., Janesville, Wis.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Glue, Paste and Mucilage.
Copp, Clark Co., Toronto.
Dennison Mfg. Co., Boston, Mass.
Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory.
Grand Hotel, Galt
Provincial Hotel, Gananoque.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Magazines.
Newnes, George, London, Eng.

Music and Musical Instruments.
Anglo Canadian Music Pub. Ass'n., Toronto
Whaley, Royce & Co., Toronto.

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
McFarlane, Son & Hodgson, Montreal.
Parker Pen Co., Janesville, Wis.
Perry & Co., London, Eng.
Warwick Bros. & Rutter, Toronto.

Pencils.
Art Metropole, Toronto.
Brown Bros., Limited, Toronto.
Clark Bros. & Co., Winnipeg.
Copp, Clark Co., Toronto.
McFarlane, Son & Hodgson, Montreal.
Richardson & Bishop, Winnipeg.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E. Co., Montreal.

Playing Cards, Picture Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas., & Son, London, Eng.
Union Card & Paper Co., Montreal.

Postal Scales.
Triner Scale & Mfg. Co., Chicago.
Pelouze Scale and Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

School Supplies.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.
Illusfrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Montreal Import Co., Montreal.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.

Stationery.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co, Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Tally Cards, etc.
Elliott, Chas. H., Co., Philadelphia.

Telephones.
Bell Telephone Co. of Canada.

Toilet Paper.
Weese, G. A., & Son, Toronto.

Typewriter Supplies.
Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N.J.

Wallpaper.
Stauntons Limited, Toronto.

Water Color Paints.
American Crayon Co.—A. J. McCrae, Toronto

Wholesale Jobbers.
Weese, G. A., & Son, Toronto.

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The favor with which English backs are received **by American tourists** is well known to every dealer who has handled

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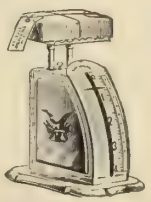
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Received Highest Award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best.

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Announcement

THE end of March we will remove to our new premises 107 and 109 Church St., corner of Richmond St., the building for years known as the Newcombe Piano Factory. We will occupy the entire building which is now being thoroughly equipped with modern machinery to enable us to meet the ever increasing demand for our goods, a demand growing so rapidly that during the four years we have been in business we have had to make three different changes to larger premises. In our new home we will add many new lines to our already extensive range of novelties and fancy goods, and we assure our customers and the trade generally that we will continue to pay the same attention to detail and finish in the manufacture of our goods as we have been known to do in the past.

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We can give more reasons, if necessary, and we believe other dealers can, too.

McFARLANE, SON & HODGSON,

Wholesale Stationers

MONTREAL CANADA

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, MARCH, 1905. No. 3.

FRENCH - CANADIAN BOOKSELLING

ARTICLE II.

The Character of French Literature Sold.

IT is only within the past ten years that French-Canadians may be said to have awakened to the beauty and power of their own literature. This has resulted in what few bookstores there are expanding and finally assuming a fairly flourishing aspect. French-Canadians have been voluminous writers and the entire range of literature has been delved into. Newspapers, both daily and weekly, periodicals and magazines of every description, a fairly typical French-Canadian list of fiction, have had a ready reception. However, when the great bulk of fiction is considered France itself still supplies an increasing demand.

The Extent of the Field

While it might appear that the French-Canadian trade is on the high road to prosperity and is in no danger of running into serious pitfalls, it is nevertheless true that the future presents an almost impossible field to conquer. It is evident that the reading public in the Province of Quebec and parts of the Maritime Provinces show a steady inclination to substitute English literature for French literature in a good many cases. More and more French-Canadians are reading English and they find the varied field opened to them is even more interesting and instructive. Further than this, the few French bookstores have to contend with the same inherent difficulties which confront their English friends. This is mainly seen in the tendency for the public to read the modern newspaper of magazine character and the various racy periodicals. As yet, cut prices and such evils have not been resorted to, owing to the restricted nature of the field. Another serious objection to the propagation of French fiction especially, is the fact that a good deal of literature from France is totally unsuited to the French-Canadian's taste. Another class of literature which very wisely is prohibited by both customs and church is that with any taint of immorality attached. In addition, the church has a list which must not be infringed upon. This excludes any works which in any manner attack or ridicule the clergy. When the question of price is considered the twenty per cent. duty and heavy freight cause good fiction to be sold at rather an exorbitant figure.

If supply regulates demand then the extent of sales of French literature of every description in Canada may easily be estimated. Montreal contains three regular jobbing houses which dispose of not only the French-Canadian literature, but the importations direct from France. These houses are C. O. Beauchemin & Fils, Granger Freres and Deom Freres. In addition to these there are almost innumerable printers and publishers on a very small scale who reprint French authors' recent works without permission. Even the retail field is limited almost exclusively to Montreal and Quebec. Montreal has some half-dozen fairly prosperous bookstores, and Quebec about the same number. In a few of the other cities scattered throughout the province, English as well as French novels are handled in so-called French bookstores. Montreal stores largely specialize, one dealing extensively with religious works, another with high-class fiction, and still another with popular fiction. With a possible exception of two stores, the stock carried is much less than the smallest English bookstore in Montreal.

French Fiction

Although alleged illicit reprints are flooding the French-Canadian market, direct importations from France are more noticeable on the shelves of the bookstores. These are always paper-bound books, and prices range in popular fiction ten, fifteen and twenty-five cents, and in the better class of fiction at 90c. This scale of prices illustrates where the volume of trade is done. The profit on these lines is in the neighborhood of 25 per cent. The 90c. line sells for 70c. in Paris and pays a 20 per cent. duty as well as freight. The 25c. line is 20c. in France and is a collection of old favorite authors. The 10c. line is worth 6c. in France and includes a very good class of old fiction.

French publishers usually sell in Canada by catalogue

and a traveler is an exception. It needs good judgment to properly select saleable lines for the trade.

The Class of Fiction

Although French-Canadians are readily picking up recent English novels with avidity, a goodly clientele still favor authors like Bourget, whose "Homme D'Affaires" ("A Business Man"), is well liked. M. Prevost's works, such as "A Lover's Confession" ("La Confession d' un Amant"), "Lettres de Femme," are in a good many families. Alphonse Daudet has endeared himself to all Frenchmen by such favorites as "Sappho," "Rose et Ninette," etc. A. France with "Clio" has won a place. Bazin, with a list of over twenty books, and Coppee, with "Les Vrais Riches," as well as Ardel, with "Mon Cousin Guy," etc., are among the leaders.

When a recent French novel is wanted, Montreal is regarded by all French-Canadians as the surest place to obtain it. With a possible exception of Three Rivers, St. Hyacinthe and Sherbrooke, the recent French fiction stocks throughout the province is infinitesimal. The bulk of sales is probably on 10, 15 and 25c. lines, many of which are French-Canadian reprints. The better class of fiction at 90c., in a book like Bourget's effort on "Divorce," reaches fairly large figures, one store reporting a sale of over 150 copies.

The French-Canadian Magazines

If Canada has not numerous weeklies or monthlies of a magazine character, French Canada does its share at any rate. There are four weekly magazines published in Montreal; "Le Samedi," et "Le Monde Illustre," comic ones retailing at 5c. and costing 4c., stand at the head of the list. They do not compare with "Judge" or "Puck," but have a good sale. "Le Passe Temps" is a weekly journal devoted to music and sells at 5c. "Le Canard," fulfils the popular want for jokes and comics and sells at 1c. In Sunday papers of a magazine character, the French-Canadian population supports three, "The Nationalist," "Le Bulletine" and "Le Croix."

Imported French Magazines

A wealth of magazine literature comes from Paris and reaps a lucrative sale. This is somewhat restricted by the excessive postal rate of 8c. per pound. In popular monthly magazines, "Lectures pour Tous," for 15c., selling in France at 10c., stands at the head of the list. The sales in Montreal are about 2,000 copies per month. The postage on this monthly magazine is about 5c. and the profit about 20 per cent. This magazine, like all other French magazines, is imported direct from publishers without the intervention of any news company. A new magazine, "Je Sais Tout," the current issue containing 210 pages and 1,000 illustrations, sells at 30c. The postage on this is 10c. per copy. Another 30c. magazine is the monthly "Le Monde Moderne," which sells at 25c. in France. A mazagine after the style of the Argosy is "Le Roman Romanesque," monthly, selling at 15c. and costing about 11c. One after the style of The Ladies' Home Journal is "La Femme Illustre," selling at 30c.

The number of these magazines brought into Canada is almost legion, but the best selling general ones are those outlined above. In addition to these a large number of music and comic magazines are imported. "Musica" and "Paris Qui Chante" are the leaders.

The Comic Series

At least an even dozen of this character are sold in more or less numbers, none of the sales ever reaching phenomenal figures. Undoubtedly "Le Rire," "Le Sourire," "Le Pele Mele" and "Le Bon Vivant" are the leaders. They contain the work of the very best French artists and beautifully colored plates, and caricature the modern political and social life in a happy way. They all retail at 5c. and cost 3½c. laid down.



A French-Canadian Caleche, Quebec.

The Future of French-Canadian Trade

As the reading public, which at its best is always limited, grows larger, there is a growing tendency to take up with English fiction, and even now the majority of French bookstores sell English magazines at any rate; and further than this, a vast quantity of modern French fiction is peculiarly unsuited to French trade. Bearing these facts in mind, the future of the French bookstore is none too bright, and unless more progressive methods are used it is doubtful if much progress will take place in this respect.

BOOKS AND THEIR AUTHORS

A. Conan Doyle. "The Return of Sherlock Holmes." Toronto: Morang & Co. Cloth $1.25.

Sir Arthur Conan Doyle's latest contribution to literature has just come out, and has already met with instantaneous success, both here and on the other side. This series of stories was purchased by Colliers at an enormous price, and was run in their publication as a serial. The Globe of Toronto is at present using the same as a newspaper serial. Morang & Co., Limited, of 90 Wellington street west, Toronto, have procured book-rights for the Canadian side. No doubt every one who has become acquainted with Sherlock Holmes in the past will be glad to meet with him again in this most ingenious collection of detective stories yet published, in which he is the hero. The book preserves all the old-time agility of wit, keenness of insight, and acute sense of analysis of this very fascinating hero. It is well gotten up and well illustated.



"Sherlock Holmes."
Morang & Co. have issued "The Return of Sherlock Holmes."

* * *

A new author has just come before the public in the book known as the "Master Word." The author is a Southern woman, a Mrs. Hammon, who writes of long familiar surroundings with much sympathy and nice insight. The scene of the story is laid in Tennessee. It has two chief characters, the women Margaret and Viry. The problem which the story discusses is the old vexed one of races in the South. Viry is the representative of that class in whom white and black blood are blended, a distinctly two-sided personality. Her position is determined by the stain of black blood, and her whole instincts are dependent upon her white ancestry. The story is a very interesting one, clean and wholesome without morbidness, and with a strong sense of justice. The book sells at $1.50. Toronto: Morang & Co.

* * *

Sheppard Stevens. "The Sign of Triumph." Toronto: The Copp, Clark Co., Limited. Paper 75 cents, cloth $1.50.

The author has seized on a new and striking period for his story. Nothing in all history is more strange or pathetic than the children's crusades. Following that great movement of mediaeval times, it combines the picturesqueness of chivalry with the simple faith and earnestness of children. The novel before us depicts with vividness and sympathy the long and wearisome march of the little Crusaders to Marseilles and their embarkation. A real human interest is sustained by the friendship which springs up between the boyish Raoul and the fighting, gaming, but honest and chivalrous Talbot. The incidents relating to Dreux Castle illustrate the character of the time, the feudal rights, and the constant fighting of noble against noble. The illustrations by Harry C. Edwards are of a high order of merit.

* * *

Alice Winter. "The Prize to the Hardy." Toronto: McLeod & Allen. Cloth $1.25, paper 75 cents.

The advent of a new author is always welcomed by the reading public, and particularly is this the case when the story produced is of the quality of the one before us. It is the old story of fortune favoring the brave, but the author puts it up in such an invigorating manner as to carry the reader right with her. It is a cheerful, healthy story of life in the West, in which merit gets its deserts in the end. The deserts in this case is a particularly charming Western girl. The characters are well drawn and well balanced.

* * *

Theodore Roberts. "Hemming, the Adventurer." Toronto: The Copp, Clark Co. Paper 75 cents, cloth $1.50.

This book is vigorous in action and tone. It relates the adventures of the hero, who resigned his commission in the British Army to do war correspondence for a New York syndicate. The scope of the action is very wide.



"Hope Palma,"
Heroine of "Hearts in Exile" Copp, Clark Co

Hemming, having won success in Greece, is sent to the West Indies and South America. He wins great fame for his literary work. O'Rourke, whom he meets on his travels, is just the manly character that one likes to

meet. In fact, the author has been very happy in the side characters whom he introduces.

The part of the book which describes the adventures of the hero and his friends in the miniature kingdom of Pernambuco is good. Nowhere is the author's originality displayed to such good effect. The interest of the story is well sustained throughout. As the product of a Canadian writer, this book should meet with great favor. It is illustrated by A. G. Learned.

* * *

Hugh McHugh. "You Can Search Me." Toronto: Langton & Hall.

This is the latest of the John Henry books, in which that sophisticated young man seeks to make good the ravages of a trip to Benning's race track by backing a theatrical enterprise. New York jaydom comes in for a rare bit of satire, particularly apropos in view of the coups of Mrs. Chadwick and her ilk. A dinner at the St. Regis with Clara J. will be appreciated by readers who have stacked up against New York's "appetite killeries" under like circumstances. It might be added that the theatrical enterprise was a success, but leaves John with a certain amount of food for thought.



Mrs. Virna Sheard,
A Canadian Writer, Author of "By The Queen's Grace." Wm. Briggs.

Mr. A. P. Cockburn, who was a member of the first Legislature of Ontario after Confederation, and whose personal recollections date back to the days of Lord Elgin, has in the press of William Briggs a volume which is to appear in April under the title of "The Political Annals of Canada."

Beginning with the year 1608, Mr. Cockburn traces briefly the history of all the successive administrations in Canada, provincial and federal, up to the present time. As a work of reference it should be of particular value, and in personal incidents, especially within Mr. Cockburn's own recollections, it no doubt will be very interesting.

* * *

Rev. Dr. Langtry, whose skill in polemical controversy has frequently been put to the proof, has about ready for publication a work on "Higher Criticism," written from the Orthodox standpoint, and handling vigorously the assumptions of Wellhausen and other of the leading critics of the new school.

* * *

William Dana Orcutt. "The Flower of Destiny." Chicago: McClurg & Co. Price $1.25.

A picturesque tale which has for its theme the romantic love story of Napoleon III. and Eugenie. The narrative follows the career of Louis Napoleon from the time of his escape to his triumphal restoration of the empire. The character of Eugenie is brought out in a new and delightful way, and she is made a most fascinating heroine. Mr. Orcutt has written his book in light and charming style, and the volume will be especially distinguished by its decorative scheme in violet—"the flower of destiny" of the Bonapartes. It is illustrated by Charlotte Weber with characteristic decorations in color.

* * *

Charles D. Stewart. "The Fugitive Blacksmith." Copp, Clark Co. $1.50.

This book is decidedly out of the ordinary in plot, scene, character and vigorous hold of the life that now is. Tinery, a quaint and comfortable philosopher, runs the sand house in a railway yard. To him comes Stumpey and tells the story of his side-partner, Bill, the fugitive blacksmith, and sometimes Tinerty tells a story, and between them the reader gets much fun.

* * *

The series of critical articles contributed by Professor Cappon, of Queen's University, on "Roberts and the Influences of His Time," to the Canadian Magazine, will, when completed in that periodical, be issued in book form by William Briggs in a handy pocket edition, to sell at 50 cents. There has been a need increasingly felt for a careful study of Canadian poetry, and Professor Cappon happily does not confine himself wholly to dealing with Mr. Roberts and his work, but discusses to some extent the formative influences of our national poetry. If this little volume is favorably received, it may be followed by further studies of other of the Canadian poets.

* * *

The Copp, Clark Co., Limited, announce "The Clansman," by Thomas Dixon, jr., author of "The Leopard's Spots." The Clansman is a dramatic love story, which shows Abraham Lincoln as a true friend of the South and reveals the work and spirit of the Ku Klux Klan. It is expected that it will more than repeat the success of the author's previous work. Cloth only, $1.50.

A Selection of

McCLURG'S SPRING BOOKS

Theodore Thomas: A Musical Autobiography.

Edited by GEORGE P. UPTON. Volume I., LIFE WORK; Volume II., CONCERT PROGRAMMES. Each volume with photogravure frontispiece and other portraits and views, large 8vo, gilt top. Boxed. $6.00 NET; large-paper edition, limited to 100 numbered sets, boxed, $25.00 NET. (APRIL 5.)

The most important contribution to musical literature brought out in many years.

Lahontan's "New Voyages to North America."

An exact reprint of the English edition of 1703 With Introduction, Notes and analytical Index by REUBEN GOLD THWAITES, LL D., and Bibliography by VICTOR H. PALTSITS. With facsimile maps and illustrations (LIBRARY REPRINTS OF AMERICANA.) Two volumes, square 8vo, boxed, $7.50 NET; large-paper edition, limited to 75 numbered copies, on Brown's hand-made paper, illustrations on Japan, boxed, $18.00 NET. (FEBRUARY 25.)

The publication of this important work has been several times delayed by the magnitude of the undertaking, but it will undoubtedly be all the more welcome on that account.

For the White Christ. A Story of the Days of Charlemagne.

By ROBERT AMES BENNET. With illustrations in full color and other decorations by the Kinneys. 8vo, $1.50. (MARCH 18)

In largeness of scene and dramatic intensity of action the best comparison for this story may be found in the fine old romances of days gone by. Furthermore, it is almost certain to be called the most beautifully embellished novel of 1905.

The Flower of Destiny. An Episode of the Second Empire.

By WILLIAM DANA ORCUTT. With illustrations by Charlotte Weber, and characteristic decorations in color. 8vo, $1.25. (APRIL 8.)

A picturesque tale, which has for its theme the romantic love-story of Napoleon III. and Eugénie. It is written in a light and charming style, and the book will be especially distinguished by its dainty appearance.

Julia.

By KATHARINE TYNAN, author of "The Dear Irish Girl," etc. With frontispiece drawing by George A. Williams. 12mo, $1.50. (MARCH 11.)

Like "A Daughter of the Fields," and others of Miss Tynan's quiet and delightful stories, this new book brings out the finer traits of Irish character. It is one of the best-selling books in England.

Religion and Art, and Other Essays.

By Rt. REV. J. L. SPALDING, Bishop of Peoria. 12mo, $1.00. (MARCH 11.)

Bishop Spalding's annual contribution to modern thought is always regarded as an addition to permanent literature, as few living essayists surpass him in sound intellectual reasoning and lucid expression.

The Athlete's Garland. A Collection of Verse of Sport and Pastime.

Compiled by WALLACE RICE. 16mo, 80 cents NET (MARCH 25.)

This is the first anthology of the best classical and modern poetry inspired by prowess in outdoor games—from the time of the heroic Greeks down to the present day.

(READY IN MAY) New revised edition of E. W. CLEMENT'S

A Handbook of Modern Japan

With new pictures and new matter. 12mo. $1.40 NET.

This will be the fifth edition of this remarkable volume since its publication in the Fall of 1903. It has successfully sustained competition with innumerable other books that have followed the awakening of interest in the Far East. For this edition Mr. Clement has prepared an additional chapter on the war, and many new portraits of the leading figures in the great drama have been added. In this completed form the "Handbook" will justify its title more than ever.

A. C. McCLURG & CO., Publishers, CHICAGO

MONTHLY REPORT FROM BOOK CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
March 8, 1905.

QUIETNESS still reigns in book circles, as absolutely no new fiction is appearing, and none is anticipated till the middle of the month. In addition, while old favorites are selling to some extent, the general public is well stocked with a supply of reading matter for the remainder of what long days are still with us. With the coming of longer days, much present fiction is necessarily relegated to the background and magazines and the very light class of literature are pushed to the front.

The popular books outlined last month still continue in favor, with "The Prospector" at the head of the list. "Dr. Luke of the Labrador" is another good story, which has still retained its popularity. "Beverly of Graustark" is reviving in favor. "God's Good Man" is in the same class.

A story which has created some little furore is "Mrs. Maybrick's Own Story." More than one store reports a healthy quantity of sales. Another new story inclined to sell well is "The Return of Sherlock Holmes," by A. Conan Doyle. It is the same Sherlock, only more so. A few new paper editions, such as "The Records," are doing well.

* * *

Department store competition is as bad as ever. All new $1.25 books are offered on bargain days at 95c., and those works of fiction which have slightly outworn popular fancy are to be had at 69c. One store offered good cloth-bound editions of Henty's books on a Monday at 10c. The price jumped to 19c. on Tuesday. Standard works in large quantities sold as low as 40c. Even then trade was not any too brisk.

* * *

Just at this time of the year magazine selling commences with renewed briskness. The posters supplied by some magazines are well utilized. The new English magazine, "The Grand," is meeting with favor.

While the book trade is quiet, stationery and kindred lines are being pushed. Picture post cards are just beginning to have sales adequate to the beauty of the lines on display.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
March 11, 1905.

THE proverbial quietness of January is being largely overcome by the introduction of seasonable novelties. Booksellers report the sales of books as slow, but they all qualify their remarks with the statement that other lines have been exceptionally good. The fine India paper on which the classics are now being printed, is adding, if possible, to the popularity of these standard works. However, outside the few new novels, which are selling fairly freely, there is no noticeable movement among books.

Valentines played a bigger part than was expected even in last month's business. There were more of the better class of valentines shown this year than ever before. More dealers were handling them, too, than heretofore. Yet all the stationers who were seen, unite in saying that it was the best season they have ever known.

* * *

A good business was done throughout the month in tally cards, dance programmes and playing cards. These accessories have done much to infuse life into business during the otherwise quiet season.

* * *

Mr. A. E. Huestis, the secretary of the Canadian Club of Toronto, informs us that he has just secured the following well-known authors to address the Canadian Club: Prof. Walter A. Wyckoff, author of "The Workers," etc., will be the guest of the Club on Monday, March 20. Dr. Wilfred Grenfell, author of the new book, published by Revell Co., "Harvest of the Sea," will speak on April 17, and Norman Duncan, author of "Dr. Luke of the Labrador," will be the guest of the Club on April 24, at the Club's annual meeting.

F. P. M.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
406 McIntyre Block, Winnipeg, Man.
March 7, 1905.

BOOKSELLERS seldom look forward to February book sales with very keen expectations of brisk business, and the general opinion in Winnipeg stores seems to be that business was surprisingly good. Efforts were made by several stores to stimulate trade during a dull book month by advertisements of special sales. A feature of these sales was the offer of standard sets at big reductions and the marking down of a number of popular novels. Results seem to have been satisfactory as the stores were busy.

* * *

A feature of the month was the extraordinary demand for "The Virginian," accounted for by the fact that Kirke La Shelle's dramatization of this novel was presented at the "Winnipeg" theatre. This demand was not foreseen and hence was not provided for as it might have been; many customers were disappointed and some profitable sales were lost. "We could easily have sold two or three hundred copies if we could have stocked them in time," remarked one bookseller.

* * *

Apart from this brisk demand for "The Virginian" for which there was a special reason, the book of the month was probably "Dr. Luke of the Labrador," the popularity of which shows no signs of abatement. "The Prospector" is still selling well, but it must yield first place to "Doctor Luke." "The Masquerader" and "The Clansman" are also good sellers and "The Prodigal Son" is meeting with a good reception.

* * *

Valentines regained something of their old-time popularity this year and Winnipeg stores report the best sales in years. In great measure this popularity may be accounted for by the efforts made to give prominence to high class productions. The silly and vulgar valentine has seen its day, but the popularity last month of the artistic Valentine should encourage retailers to pay more attention in future to a profitable line.

F. R. M.

TO COLONIAL BOOKSELLERS

Before making up your final orders for English Publishers, be sure to secure S. W. Partridge & Co.'s Catalogue and Lists of New Books for the coming Season.

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HEMMING, THE ADVENTURER. By Theodore Roberts...Illustrated. Paper, ***75c.,*** Cloth, ***$1.50***

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THE COPP, CLARK COMPANY, Limited

PUBLISHERS, TORONTO

PUBLISHERS' COLUMN

A NEW story by Norman Duncan is one of the attractive offerings of The Fleming H. Revell Co. for the present month. In "Dr. Grenfell's Parish: The Deep Sea Fisherman," the author of "Doctor Luke" has excelled all his previous works. No doubt it will meet with the favor of his other stories.

* * *

Langton & Hall announce for the present month "The Shadow of the Throne," by Frederick W. Hayes, illustrated; and "The Mandarin's Fan," by Fergus Hume. Paper, 75c.; cloth, $1.25.

* * *

Among the new publications of The Fleming H. Revell Co. are "The Harvest of the Sea," by Wilfrid I. Greofell, M.D., a vivid tale of the deep-sea fisherman's life; "The Mediterranean Traveler," a guide book; and "The Lure of the Labrador Wild," announced last month and now on the market.

* * *

McLeod & Allen have brought out a Canadian edition of "The Wanderers," by Dr. Henry C. Rowland. It is reviewed elsewhere.

* * *

"The Corner in Coffee," by Cyrus Townsend Brady, is announced by Langton & Hall. They are also issuing a popular-priced edition of "Quintus Oakes," by Chas. Ross Jackson, to retail at 25c.

* * *

A story of the south, entitled "The Master Word," by L. H. Hammond, is meeting with considerable favor. The Canadian edition is issued by Morang & Co. Cloth, $1.50.

* * *

The March announcement of Houghton, Mifflin & Company contains "Isidro," by Mary Austin; "The Outlet," by Andy Adams; "A Madcap Cruise," by Oric Bates; "Out of Bondage, and Other Stories," by Rowland E. Robinson.

* * *

Mrs. Humphrey Ward's "The Marriage of William Ashe" promises to be one of the best of the Spring output of fiction. William Briggs has secured the Canadian market. He reports heavy advance orders. The illustrations of the book are exceptionally fine.

* *

The Copp, Clark Co. are bringing out a paper edition of "Hearts in Exile," by John Oxenham. The cloth edition, issued last Fall, met with good success. Rider Haggard's story, "The Brethren," is also being issued in paper.

* * *

Another of Mrs. Alice Hegan Rice's delightful stories is promised for issue by the 20th of April. The American edition will be published by the Century Co., and the Canadian by William Briggs. The title of the new story is "Sandy." The immense popularity of Mrs. Rice's previous books, "Mrs. Wiggs of the Cabbage Patch," and "Lovey Mary," will ensure ani immediate market for the new book.

* * *

William Briggs has secured the Canadian market for Mr. Allan Raine's story "A Welsh Singer," which has been one of the most popular books of the year in England; also for the new story entitled "The Rebel Wooing," by Mr. J. A. Steuart, author of "The Minister of State"; also for Mr. J. Oxenham's new novel, "The Gate of the Desert."

* * *

A. C. McClurg & Co. offer an attractive Spring list, including "The Flower of Destiny," by William Dana Orcutt; "Letters from an Oregon Ranch," by "Katharine"; "An Old Man's Idyll," by Wolcott Johnson, and "From the West to the West," by Abigail Scott Duniway. All will be ready early in April.

* * *

McLeod & Allen are offering a limited edition of "The Duke Decides" to retail at 25c.

* * *

The lists of Morang & Co. contain the following books: "The Master Word," by L. H. Hammond; "English Men of Letters: Thomas Moore," Sydney Smith.

* * *

"The Return of Sherlock Holmes," by Dr. A. Conan Doyle, has revived the interest in the great detective story writer. A review appears in another column. Morang & Co.

* * *

A new John Henry book, "You Can Search Me," by Hugh McHugh, is being published by Langton & Hall.

* * *

"Theodore Thomas: A Musical Autobiography," edited by George P. Upton. A. C. McClurg & Co. Two volumes $6.00. Ready April 5.

* * *

John W. Luce & Co. offer "Stealthy Steve," by Newton Newkirk, and "On Going to Church," by Bernard Shaw.

* * *

McLeod & Allen include in their list "The Pioneer," by Geraldine Bonner; "The Monk's Treasurer," by George Horton; "The Plum Tree," by David Graham Phillips, and "Hecla Sandwith," by Edward Uffington Valentine. Cloth, $1.25.

* * *

Morang & Co. announce their publication of a book on the "War of 1812," by Jas. Hannay, LL.D., D.C.L., of Fredericton, N.B. The book is a scholarly one, and gives an exceedingly interesting account of the campaigns of 1812, '13, and '14.

* * *

"Lady Penelope," Mr. Morley Roberts' new novel of present-day English society, just published by L. C. Page & Company, has already gone into a second edition. The London Bookman reports that it is the second largest seller in England for the past month.

* * *

"The Fair Land Tyrol," and "The Black Barque" have just been issued by L. C. Page & Co.

* * *

McClure, Phillips & Co. announce "The Golden Flood," by Edwin Lefevre; "Little Stories of Courtship," by Mary Stewart Cutting, and others.

* * *

E. P. Dutton & Co. will publish at once "French Songs of Old Canada." The old ballads are printed in the original French, with the tunes to which they were sung. There are also translations into modern English verse. They are also bringing out the first volume of Professor A. H. J. Greenidge's "History of Rome."

* * *

The Copp, Clark Co., Limited, are now ready with paper editions of "Whosoever Shall Offend," by F. Marion Crawford, "Hearts in Exile," by John Oxenham, and "The Loves of Miss Anne," by S. R. Crockett, all at 75c.

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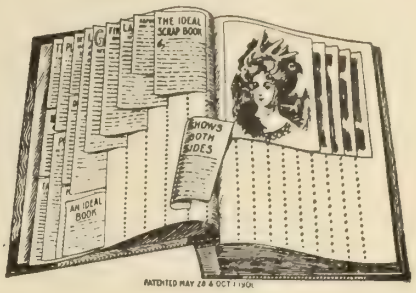
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Vol. XIV MARCH, 1905. No. 3

NEW ADVERTISEMENTS.

Beagles, J., & Co., London, Eng.
Davidson Bros., London, Eng.
DeLittle, Fenwick & Co., York, Eng.
Hawkes-Jackson Co., New York.
Horle, F. Anthony, & Co., London, Eng.
McClurg, A. C., & Co., Chicago.
Millar & Lang, Glasgow.
Partridge, S. W., & Co., London, Eng.

TOURIST TRAVEL.

THE commercial advantages of Summer visitors to a town are now generally recognized. The necessity of an organized effort in this direction is not so well understood. There are few towns, whose natural advantages are so scant that they cannot be made attractive in Summer. If the merchants organized in such an effort, there is no limit to what might be accomplished.

There is no business which profits more from Summer guests than books and stationery. When a visitor is in a town for a few weeks, he is naturally prone to reading new fiction. Novelties of any kind meet in him a ready and eager purchaser. High-class stationery has a good sale. Any one of the countless little notions which go to make up a fancy goods stock may be used to attract the fancy of a stranger.

The maximum of benefit is derived if the dealer makes his store a rendezvous for tourists. Get them into the store and make them feel at home. People who have nothing to do but put in the time, like to brouse around among the books. They will seldom go out without seeing something which appeals to their fancy. A good business may be worked up in this manner, and it will have the additional advantage of being entirely removed from the regular custom.

* * *

The opinion of the retail trade is reflected in the "Bookseller and Stationer."

* * *

STANDARD AUTHORS.

ONE of the good features in public taste is the undiminished sale of the standard works of fiction. Fifty years and more have passed since the great novels of Dickens appeared, yet they still maintain their supremacy. It is not difficult to see the reason for this. Whether in the humor of Dickens and Thackeray, or the picturesqueness and chivalry of Scott, we always have a moral earnestness, and a truth which appeals to the reader. There seems to be no reason to doubt the continuance of their popularity. They will be read as Shakespeare is read, because they reflect human nature. Other books are read and forgotten, but when a man decides to get together a private library which he can always have beside him, Dickens and Scott and Thackeray are the authors with whom he begins. Particularly elegant library editions of all these authors are to be had and are staple lines to carry.

* * *

Watch the advertising pages. They contain good news.

* * *

SITUATION UNCHANGED REGARDING FRENCH COPYRIGHT.

NOTHING has as yet been done in the way of legal action against any of the alleged transgressors of French authors' rights. The publicity given the question has the effect of restraining and lessening the output, and publishers and printers are hesitating till the question is settled one way or another. There is a feeling that the French author must be protected, but as the question at issue does not involve a serious loss to French publishers, more than one interest avers that active steps will not be taken.

* * *

"Bookseller and Stationer" brings the publishers and the trade together.

* * *

THE SEASON'S PROSPECTS.

WITH the coming month we may look for a revival of interest in the book trade. The dull season has not been as dull as it usually is, and an early recovery from the lethargy of the past two months is to be expected. A tone of optimism and hope pervades the publishers. They look for increased activity during the coming season. The expansion of the country, which is now in evidence, is sure to cause an activity in business. Greater fields are opened up to the publisher and jobber and increased prosperity to the retailer. Books and nov-

elties respond quickly to the general business conditions. They are among the luxuries, and so suffer first in hard times, and, in turn, reap most in times of prosperity. For this reason, we may fairly look forward to a banner year for publishers and stationers.

The yearly increasing tourist travel in Canada is a rich source of profit to the dealer. Recognizing this, larger stocks of souvenirs and novelties are being laid in this year than ever before. Most of all, the universal feeling of hopefulness in the trade ensures buoyancy and vigor in the Spring and Summer market.

* * *

Pre-arranged work prevents eleventh-hour worry.

* * *

UNFAIR POSTAL RATES.

THE excessive rates which the British postal authorities levy on magazines coming to Canada was the subject of a remonstrance by Sir Geo. Drummond in the Senate recently. This is no new grievance. The unfairness of the present system has long been felt by Canadian business men. On such matter going to Britain, Canada charges one-half cent per pound. Great Britain charges eight cents per pound for the same class of publications coming from England to Canada. This is out of all proportion to the cost of carriage. It practically prohibits the introduction of English magazines into this country. In their place we have a multitude of American publications, most of which are not only of doubtful literary merit, but of small value to the dealer.

A Montreal bookseller gives some concrete instances of the effect of the present postal charges. The "British Weekly" costs one penny. The postage is one and one-half penny, which brings the cost up to $2.50 per annum. This cannot be justified by the actual cost of the service. It is to be hoped that the action of the Canadian Senate will have some influence with the British Postmaster-General.

* * *

Trade has to be courted to be won.

* * *

PICTURE POST CARDS.

ESPECIAL attention is given in the present number of The Bookseller and Stationer to picture post cards. They are going to be a big item of business during the coming summer. The custom of sending these pictorial cards has had a big growth in the past few years. When sent to friends who have left home it is a pleasant reminder. When sent by friends on a holiday trip it is a friendly recognition. Its educative influence is considerable. Views of the public buildings and typical scenes of a town do more than anything else to give an idea of the place. In extensive tours, too, it has become the general practice to keep a record of the places visited with picture post cards.

The card albums which are now being displayed add greatly to the zest of collecting. Not only do they provide a handy and attractive receptacle for cards received, but they encourage the collector to add to his assortment. For these reasons, we may look forward to an exceptionally strong year in this class of goods. It behooves the dealer to make suitable provision for the demand.

* * *

"Bookseller and Stationer" keeps its subscribers advised of the season's prospects

* * *

NEW YORK STATIONERS ORGANIZE.

TWO hundred of the leading members of the stationery and bookselling trade of New York City met recently at the Hotel St. Denis to dine and discuss the wisdom of forming a New York Stationers' Association. The utmost unanimity prevailed. Besides the advantages of becoming personally acquainted and exchanging views, it was felt that an organization would stamp out many of the evils which are injuring the trade.

After a thorough discussion it was decided to form the New York Stationers' Association. Mr. Theodore L. G. Gerry was elected President. With such a large and influential list of members the Association cannot fail to be a strong and useful body.

* * *

When writing to advertisers be sure and mention Bookseller and Stationer. It helps all round.

* * *

STORE CHANGES.

NOW is the accepted time for changes in the arrangement for retail stores, as the coming season is at hand, and if these changes are not made in a short time the rush of another season's business will begin, and then the renovations will have to be delayed for several months. the past season has perhaps demonstrated that the store could be arranged to better advantage, or is too small to accommodate the volume of business.

A little careful planning will relieve the first condition, and, in the last, if care is given to the proper classification of the stock and the arrangement of departments, the crowded conditions can be relieved to a great extent, and the capacity of the establishment accordingly increased.

In a good many stores it is recognised that changes are necessary, but through a "penny wise and pound foolish" policy procrastination is practised. Let such methods be abandoned.

Now is the time for "fixing up the store." There is a refreshing influence about "cleaning up." A clean, bright store gives brightness to your merchandise, infuses brightness into all who enter the store, and induces them to come again.

If the paint has not the flush of brightness see that the painter gets to work. If the lighting arrangement is not good, throw it out. If the merchandise is right, nothing is more useful than a radiant, brilliant shower of light.

A slight change in the arrangement of the fixtures gives an air of newness to the store, and when doing this don't forget the probable furniture. Have chairs and stools in a condition fit to be used in your own home, even though they cost a little more.

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No. 1147/9, genuine seal, in black, brown or grey, brass frame, plaited handle, moire silk lining, contains purse, smelling salts bottle, card case and mirror. Price, $4.50 each; same bag, 8 inch, $4.25.

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In Europe, L. & C. Hardtmuth handle Waterman Ideal Fountain Pens. In this country we handle Hardtmuth's KOH-I-NOOR and MEPHISTO Pencils. We carry EVERY grade of KOH-I-NOOR and MEPHISTO pencils IN STOCK—KOH-I-NOOR pencils from 9H to 6B, to say nothing of "Shorthand" and "Account Book;" MEPHISTO pencils with and without mouthpiece in Violet, Red, Black, Blue and Green copying lead. We will be only too glad to supply very effective ADVERTISING MATTER with any goods shipped you.

L. E. Waterman Co.
107 St. James Street, - Montreal

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

IT seems almost platitudinal to reiterate in these columns the popularity of Irish linen as a notepaper. I have done that more than once already, but The Copp, Clark Co., Limited, who regard the unqualified success of this pad as a peculiarly signal triumph, again called my attention to it in the monthly round. In my little talk the company informed me that from its inception nearly a quarter of a century ago Irish linen has been attended with unalloyed favor, and has grown with unequivocal strides. "There were the days," remarked the firm, "when some dealers said, 'It's very good, but there are others.' There were others then all right, but where are they now. Irish linen is the patriarch of the industry, the survival of the fittest. It has contested with the best and is still good for a contest. Write that word Irish linen large."

* * *

In the matter of scrap books, a tasty assortment is to be seen at the showrooms of The Copp, Clark Co., Limited. There are many lines and numerous make-ups, but the company are now centring their attention principally on five lines, viz., Nos. 6, 7, 11, 21 and 23, which



No. 21.

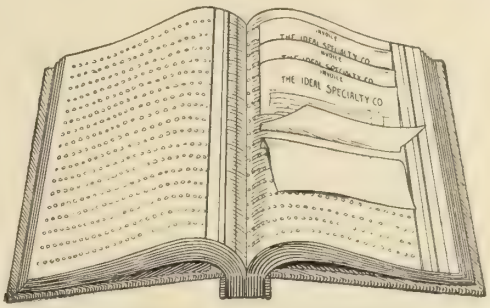


No. 6.

vary from marble sides and leather backs and corners, opening flat, to canvas sides with a stiffer opening. A good quality of paper is used throughout, and all the lines are stubbed for sheet insertions. Nos. 6 and 7 sell at $4.20 per dozen; No. 11 sells at $7.20; No. 21 at $6.00; No. 23 at $8.40.

* * *

The "Ideal" invoice book, a new line which The Brown Bros. control in Canada, is something which every stationer, who desires to keep his commercial department up to date, will be interested in. It is made on the principal of the "Ideal" scrap book and has the adhesive discs as shown in cut. It can be made to hold any number of invoices, as it has expansion back; additional leaves can always be procured.



* * *

Warwick Brothers & Rutter open their display of import fancy goods on March 15. The top floor of the Queen street warehouse has been prepared specially for the samples and a larger display than ever before is being made. European novelties are shown in the utmost variety, English, French and Italian wares being most in evidence. A striking line of smokers' sets, ash trays, tobacco jars, cigar cases, etc., is on exhibition. Something in the same line are the samples of steins, which are more varied and attractive than ever. Venetian glassware, also, provides a number of pretty and saleable novelties. The display is one which every stationer and fancy goods dealer should make an effort to see, for Warwick Bros. & Rutter have certainly sustained their reputation as judges as to what is needed by the Canadian market.

* * *

A choice line of perfumery and toilet soaps is shown by Warwick Brothers & Rutter. They carry samples of all the products of the famous Gustav Boehm. With this line of goods is shown atomizers of new and attractive designs. These goods will have a large sale for Autumn and Christmas trade.

* * *

It shows commendable enterprise on the part of W. J. Gage & Co. that within three days from the announcement of the new Ontario Cabinet being formed, that they had ready for delivery to the trade a new line of scribbling and exercise books, on the covers being photographs of Premier Whitney and the ten members of the new Cabinet, with a short description of the Government of Ontario on the back. The photo reproductions are very clear and life-like, and it makes a very interesting and timely book.

A new line of passe partout binding is being shown the trade by Buntin, Gillies & Co., Limited, Hamilton. It differs from the ordinary binding, in that it is made of cloth instead of paper, and is, consequently, very much stronger. Another good feature of this new line is the coloring, which never scales off, as so often happens in the other kinds. It comes in white and assorted colors and retails at the same price as the paper passe partout. Samples can be had on application.

* * *

Those who have not yet stocked up in Easter cards will do well to attend to this line without delay, as time is short. The Copp, Clark Co., Limited, are showing a very extensive line, which includes a great many novelties. Hill's "For the Empire" series are again this year prominent, and a most salable assortment can be chosen at a variety of prices, ranging from 30c. to $3 per dozen. Fancy Easter gifts are numerous, and include designs of chickens, rabbits, butterflies, etc. Each comes in a box, and the prices range from 80c. to $5.40 per dozen. There are some fifty different lines in special Easter cards, ranging in price from 30c. to $3 per dozen. Each comes in an envelope.

* * *

I found The Brown Bros., Limited, very busy in all departments; stock is arriving daily, and the new warehouse is being rapidly filled with the newest and best of everything in the stationery line. The leather goods department is preparing a number of new lines, which will be on the market at a very early date—goods that promise to compare very favorably with anything previously shown in Canada. The leather goods manufacturing plant is being transferred from Adelaide street to Front street, much new machinery is brought in, and this department will be one of the best-equipped on the Continent.

* * *

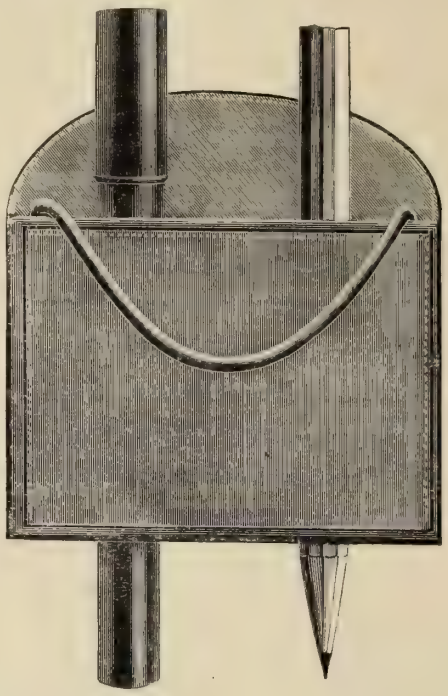
The Copp, Clark Co., Limited, have on hand a full line of cotton and silk flags for May 24th, and other festive occasions. Dominion Ensign, Union Jack, Scotch, Irish and Stars and Stripes will be in good demand. The cotton flags are lithographed and rain or sunshine does not affect them.

* * *

Barber & Ellis are now in full running order at their new factory at Brantford, and are turning out great quantities of papeteries, envelopes, etc. We hope to give our readers a description of this finely-equipped factory in a future issue.

* * *

At the end of this month, Young Bros. are leaving their premises at 33 Church street, Toronto, to go into a larger and more convenient building at 107 and 109 Church street. The new location is in every way suited to the requirements of Young Bros., who are about to add many new lines to their already extensive range.



To manufacture goods of merit and occasionally to tell the trade about it, but to hammer away at the merit, is not a bad policy to pursue for getting known as "stand-

Dennison's 1905 Napkin Samples

SHOULD HAVE REACHED YOU

THEY TELL THEIR OWN STORY

HELP US CREATE NEW INTEREST BY EXPLAINING THE VARIED USES TO WHICH CREPE NAPKINS CAN BE PUT

OUR "TABLE DECORATIONS" FOR INSTRUCTIONS.

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Dennison Manufacturing Co.

Coristine Building, MONTREAL.

CARTER'S Household Indelible INK



No. 481.
Carter's Household Indelible Ink, with large bottle, ball pointed pen and stretcher.

is *a new product* for marking cloth, etc. It is easy to use, intensely black and absolutely ineradicable. Dealers are furnished with handsome easel display cards holding six packages each.

CARTER'S INK ERASER

is now put up in larger bottles, packed in a convenient and beautifully decorated box It works quickly and without injury on cloth and other subjects as well as paper. Further description and best trade prices on application to

THE CARTER'S INK COMPANY
Boston New York Chicago Montreal



No. 491, with new Style Box.

THE TRINER POSTAL SCALE

RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.



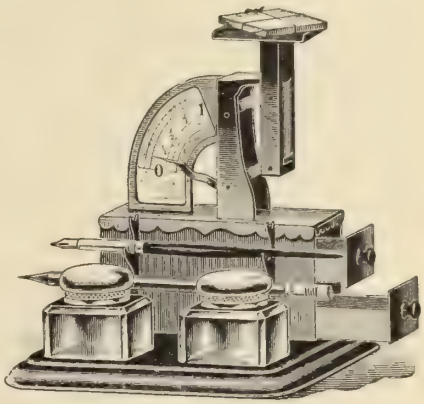
MADE IN FOUR SIZES.

The "SUPERIOR," capacity 4 lbs. by ½ oz.
The "IDEAL," " 2 " " ½ "
The "GEM," " 1 " " ½ "
The "RELIANCE." " 8 oz. " ¼ "

Article can be placed anywhere on the platform, yet always show accurate weight. Our successful development of this scientific principle has produced the only perfect postal scale.

They save stamps—Your jobber has them.

Triner Scale & Manfg. Co.,
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FAST MAIL
Capacity 1 pound by ½ ounces

Easter Cards
Easter Novelties
Easter Post Cards

A large variety of designs to choose from---all very beautiful---with appropriate mottoes :: ::

SEND FOR CATALOGUE.

Easter Day is April 23rd

Tissue Paper for Decorations
Flat Tissue
Crepe Tissue, Dancing Girl Brand
Crepe Tissue, Bainbridge Brand
-ALL SHADES

THE COPP, CLARK CO., Limited
64 and 66 Front Street West, :: :: :: TORONTO

ard" makers. This appears to be the attitude of The Copp, Clark Co., Limited, as relating to the manufacture of receipt books. The company is no tyro in this field. It is hardly necessary to mention that. Neither are they satisfied to-day with the styles of yesterday, judging from what I was shown. The list of lines which they manufac-



No. 140.

ture ranges in price from 40c. to $7.80 per doz., but the list is too numerous to mention here. I understand, however, that the company have in preparation a booklet giving full details, which they will circulate amongst their patrons shortly. The Safety fountain pen and pencil holder, which The Copp, Clark Co., Limited, are manufacturing, and which I am able to illustrate, needs no extensive commendation to bespeak its merits. The company claims that "The Safety" holds the pen and pencil securely, is manufactured of durable leather, does not disfigure the pocket, and does not wear loose. As these



No. 102.

are about the sum total of a pen and pencil holder's virtues, this is no mean claim. "The Safety" sells at $1.10 per doz. in leather, and at 75c. in American cloth.

* * *

We are showing on this page a cut of the "Grecian Lawn" papeterie, a line that is one of Buntin, Gillies & Co.'s best. The box is neat and attractive and contains 24 sheets white and 24 envelopes, made from an extra quality of light cloth-finished linen paper. The papeteries retail at 25 cents each and may be had in two colors, white and azure.

A great many new customers have been added to the lists of Buntin, Gillies & Co., Limited, since they made the offer to make up and ship, freight prepaid and cases free, a sample order of manufactured stationery to any dealer desiring one. The value of the orders complete is $15, and they were shipped with the understanding that if the goods did not open up satisfactorily they could be returned at Buntin, Gillies & Co.'s expense.

They are still shipping these orders, and any dealer who has not considered the matter should write at once for particulars.



W. J. Gage & Co. have added to their envelope list two new lines of counters. One is an entirely new size, No. 4, 9½ x 11½. This will be found very useful, as it will hold a letter size tablet, any of the popular magazines, and many other articles which are too large for the ordinary counter. The stationery trade evidently appreciate this line from its sales already. The other new one is their No. 524-3. This is made of glazed parchment in four colors, and is not only lighter and stronger than the ordinary manilla, but is bright and attractive also. This line is supplied either plain or printed, and very special prices are given when bought with imprint.

Samples and prices of these new lines of counter envelopes will be forwarded on application.

REMOVAL NOTICE

A. W. FABER

Will Remove, about APRIL 1, 1905, to

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Typewriter Ribbons, Pen, Pencil and Typewriter Carbon Duplicators, Stencil Papers and Inks, Hectograph Composition, Hectograph and Rubber Stamping

Agents Wanted Everywhere.

Sold to the Trade Only.
Prices on Application.

MADE IN CANADA.

LET'S GET ACQUAINTED!

AN ACQUAINTANCE WITH

"JAPANESE"

BRAND

WRITING INKS

and MUCILAGE

Will be Profitable for you.

They're Perfect

MADE IN CANADA.

THE COLONIAL INK CO. LIMITED

PETERBOROUGH, CANADA.

COMPETITION is the FORCEFUL element of invention, but RESOURCEFULNESS is the necessary factor of final success.

THE MERITS OF OUR GOODS ARE ABOVE ALL OTHERS.

Our business is firmly established on the "rocks" contributed by a large mass of satisfied customers.

Our solid foundation is the best testimony as to the excellence of our goods.



We are successful because we really know how.

We would urge you to try our Ribbon and Carbons. You will then recognize the the extent of our "resourcefulness."

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factory, Park Ridge, N.J.

NEW YORK CITY,
2028 Park Row Building.
CHICAGO, ILL.,
108 La Salle Street.
LONDON, 4 Queen Street.
PARIS, 21 Rue Du Temple

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
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This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

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Barristers, Solicitors, Notaries, Etc.
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IRWIN & JONES, Barristers, etc.
H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, B.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co.
24 King St. W., Toronto. Weston, Ont.

W. G. WILSON
Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

MEWBURN & AMBROSE
Barristers, Solicitors, etc.
S. C. Mewburn, E. H. Ambrose,
Hamilton, Ont.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc.

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The following institutions for the education of business men's sons and daughters are recommended by this paper:

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A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director.
MRS. GEORGE DICKSON, Lady Principal.

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MacLEAN PUBLISHING CO. LIMITED, TORONTO.

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THE PROVINCIAL
Leading Commercial Hotel. GANANOQUE, ONT
Located in Heart of Business Section. Ten First-class Sample Rooms.

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First-class accommodation for Commercial Men.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms	100 Clippings,	$ 5.00
	250 "	12.00
	500 "	22.00
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Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
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Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

THE PRIVATE GREETING CARD TRADE.

WE have heard it said that the Canadian stationer has failed to make the best of the possibilities of the private greeting card trade. There is no doubt in our mind but that practically the whole of the Christmas card trade will be of the private nature in the future. With a view of securing reliable information on the subject, we requested Mr. Menzies, of Menzies & Co., to give us his view. Mr. Menzies has paid special attention to the private card trade and, doubtless, his suggestions will prove valuable. Mr. Menzies writes as follows:

February 13, 1905.

Editor of Bookseller and Stationer, City:

Dear Sir,—I gladly avail myself of your request for a few words anent the private greeting card business.

Last year towards the end of November, we received many requests from stationers to send along assortments of private card blanks from $25 up. As ours is an import business, we were unable to accommodate them, and yet amongst these same houses we have heard the complaint that their 1904 card business was not a success, and that they had to carry over stock.

In every case, we find that it is the cheap cards that are unsold. The failure is simply due to the policy that prevails, outside two or three places in Canada, of stocking only inexpensive lines.

With us and the jobbers the cheaper lines have been the most profitable. They find a better market and permit a higher percentage, but the private consumer is getting away from them more every year. He wants something that will look different and better than the advertisement in greeting card form sent out by the local piano dealer or tailor. The man or woman who, having sent out a cheap-looking card, receives handsome ones from his or her friends, blames the dealer, and the next year either purchases elsewhere or is too disgruntled to take it up again.

Moreover, it has been demonstrated pretty thoroughly that, owing to the limited time for selling, and the amount of detail work required, it does not pay the stationer to handle cards selling at less price than $15 per hundred, unless the quantities are for hundreds or over.

There is only one really profitable way to handle the cheaper blanks, and that is in quantities of from 200 to 1,000, with the idea of selling them to the insurance companies, insurance agents, breweries, and any large manufacturing or other concern that advertises or has customers or agents to be remembered.

The stationer who sends out a good man or goes out himself will soon land enough orders to clear out any amount of stock he figured on selling, and will probably wish that his estimate had not been so conservative; he will also find a call for the expensive card in this branch of the trade. He is not hurting his private trade by doing this; on the contrary, it is this very factor that prompts the private customer to select expensive cards.

The best trade is not confined to the city. We have customers in small towns where one would hardly suspect the presence of a single purchaser of such goods, who place orders for cards that run from $18 to $46 per 100. They sometimes order as many as 500 of the highest priced, and what is more, invariably get rid of them at the list prices.

The private card business should be the most profitable branch of every stationer's Christmas business.

If the idea has not caught on in the town, let the dealer go out after it, before the rush season ties him down to the counter.

Yours very faithfully,
T. E. Menzies.

PHONOGRAPHIC POST CARDS.

A NEW form of post card which may, perhaps, be destined to cut into the picture post card line, is announced from Vienna, which claims the credit of producing the latest novelty in this direction. It is a phonograph record-maker, which the sender entrusts with his message. Having made his record, he affixes it to a post card of the ordinary size, and despatches it in the usual way, and the receiver puts it into a phonograph and makes it deliver up its message. So far there is no striking novelty in this. There are plenty of business men who talk business letters and memoranda into a phonograph at night in their own houses and post the record to their offices, so that by the aid of another phonograph, and a stenographer to take off the letters and transcribe them, they are ready for signature soon after the office is open for the next day's work. The peculiarity of this Viennese device is that you can send your record for a cent, and what is of even more importance, indulge yourself in the habit of sending and receiving phonograms for the inconsiderable sum of two dollars. That is very cheap. The first practical drawback to the scheme is that most of the communications sent on picture post cards are hardly important or intimate enough to justify even that expenditure, for the privilege of hearing them grunted or squeaked in one's ear. Another objection to this system is that a phonograph at two dollars might hardly have sufficient clearness of enunciation to make one absolutely certain whether the message was "All very ill," or "All very well," or whether an invitation was for "Tuesday, at nine," or "Thursday, to dine." That this confusion would be likely to occur is clear from a recent talking machine case, in which it was demonstrated that the production of really good vocal records is a matter of painful perseverance, and might almost be considered an art in itself.—Stationery Trades Journal.

INQUIRIES RELATING TO CANADIAN TRADE.

The Trade and Commerce Department of Ottawa makes the following report

517. A French publisher wants a Canadian agent to push the sale of his illustrated covers for school books.

518. A French bookseller desires to communicate with like house or agent in Canada.

Persons desiring any of these addresses will please quote the reference number.

SOUVENIR VIEW BOOKS.

DEALERS do not really appreciate the possibilities in souvenir view books. The interest in souvenir view books is a fact of human nature. These view books are popular for the same reason that the poem "Home Sweet Home" is popular. Their interest does not depend upon any fad or craze. They have always been popular and always will be. An edition of souvenir view books is always good stock, provided it is gotten out right. They should, however, be gotten out by a specialist in the line. Mr. MacFarlane quotes on editions of souvenir view books from $80 up, in a variety of styles, half-tone, luxotype, collotype, album luxotype, and album collotype. He is very glad to submit samples and quotations to enquiring dealers. There are dealers in Canada and the United States who sell as high as 20,000 to 30,000 view books of their locality in a year. Mr. MacFarlane sold a dealer in Spokane, Wash., last month an edition of 22,000 books. This gives an idea how some dealers look upon the souvenir book proposition. He sells editions of this size also for many other cities; even the smallest towns would stand an edition of 500 to 1,000.

FINANCE AND INSURANCE

ANOTHER phenomenally successful year has been added to the records of the Bank of Nova Scotia. Four years before Queen Victoria ascended the throne this bank entered the financial world, and for seventy-two years has been pursuing a successful career. Although its chief business lies in the Eastern Provinces, its branches are now found in every province of the Dominion, and also Newfoundland, the West Indies, and the United States. On a paid-up capital of $2,000,000 it paid 20 per cent. dividend last year, besides making liberal allowance for sinking and other funds. The reserve fund now stands at $3,200,000, or 160 per cent. of the capital.

* * *

THE Central Canada Loan and Savings Company has celebrated its majority by issuing a very attractive booklet containing its twenty-first annual report, together with interesting facts connected with its business. The report shows that the company is in a very strong position. Besides paying 6 per cent. dividend and 2 per cent. bonus last year, it increased its reserve fund so as to bring it up to 64 per cent. of the paid-up capital

* * *

EXTRACT from a speech of S. J. Johnson, Sioux City: "It seems almost impossible to believe that merchants doing business in what are called the 'wooden towns' of the State carry so little insurance. The excuse for carrying little or no insurance seems to be that the rate of insurance is so high; but suppose it is high, it would be exceedingly cheap to you should you have a fire, and you ought to carry at least sufficient insurance to cover every dollar of your indebtedness and a little besides, so that you would have something on which to start into business again, and not be flat on your back. Insurance is a splendid, good thing, and the man who keeps his stock well covered is a wise man."

* * *

NOTES.

The Bank of Toronto has opened a branch in Brantford.

The Sovereign Bank has opened a branch at Rockland, Ontario.

The Acton Vale branch of the Molsons Bank has been closed.

The Traders Bank of Canada has opened a branch at Blind River, Ont.

The Brantford branch of the Bank of Hamilton have moved to more commodious quarters.

The Bank of Montreal has purchased another lot in Montreal with the intention of establishing a new up-town branch.

The Crown Bank of Canada has opened a branch office at Kingston, Ont., under the management of Mr. D. Murray. The bank has been very fortunate in securing a location for its Kingston office in the heart of the business district, and immediately facing the market square.

The annual meeting of the Canadian Birkbeck Investment and Savings Company was held last month, and showed a satisfactory report. Two half-yearly dividends of 6 per cent. were paid during the year.

The Canada Permanent Mortgage Corporation, at the end of fifty years of business, has attained an enviable position among Canadian financial institutions. The past year shows a marked increase in business and earnings. J. Herbert Mason has been the controlling officer from its inception.

A new Canadian bond company has been organised under the firm name of Wood, Gundy & Co., Toronto. Messrs. Wood & Gundy have been prominently identified with the debenture business for a couple of years, holding the positions of general manager and secretary, respectively, of the Dominion Securities Corporation.

The Dominion Superintendent of Insurance gives notice in The Canada Gazette that the Manitoba Assurance Company has received a license No. 199 for the transaction in Canada of the business of fire insurance. James Gardner Thompson is chief agent of the company in Canada, and the head office in Canada is established at the City of Montreal.

The annual meeting of the National Trust Company was held last month. The report, submitted by Mr. J. W. Flavelle, the president, was in every way satisfactory, showing net profits of $92,620.90. After provision had been made for increasing the reserve fund by $30,000, a dividend was declared at the rate of six per cent. per annum.

The Canadian Manufacturers' Association is making a strenuous effort to keep the insurance business in Canada. A special committee has been appointed to cooperate with E. P. Heaton, the manager of the Insurance Bureau. The Bureau will strive to lower the rates by decreasing the losses from fire. Canadian fire losses amount to nearly twenty million dollars annually.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000 000.

THE METROPOLITAN BANK.

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D. E. THOMSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C
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HEAD OFFICE, - TORONTO.
W. D. ROSS, General Manager.

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at all Branches.
ACCOUNTS SOLICITED
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The Barber & Ellis Co'y Limited

Office: 35 Alexander St., Toronto

Factory and Warehouse: Brantford, Ont.

Our Envelope Factory is now in good running order.

Capacity ***greater than before*** the fire. Everything in envelopes we are prepared to supply.

Our line of Papeteries and Boxed Note Papers is being gradually increased by new and attractive lines, all of our own manufacture.

The Trade is invited to write for samples and prices.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA

HON. GEO. A. COX, Pres. **B. E. WALKER**, General-Manager.

LONDON, ENG., 60 Lombard St., E.C. S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents

TRAVELLERS' LETTERS OF CREDIT

The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

BANK MONEY ORDERS

AT THE FOLLOWING RATES:

$5 and under ..... 3 cents
Over $5 and not exceeding $10..... 6 cents
" 10 " " 30.....10 cents
" 30 " " 50... ..15 cents

These Orders are **Payable at Par** at any office in **Canada** of a **Chartered Bank,** and at the principal banking points in the **United States.**

Negotiable at a fixed rate at The Canadian Bank of Commerce, London, Eng.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office ***Toronto, Ont.***

Capital - $1,500,000.00
Assets, over - - 3,300,000.00
Annual Income - 3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, $23,886,005.32.

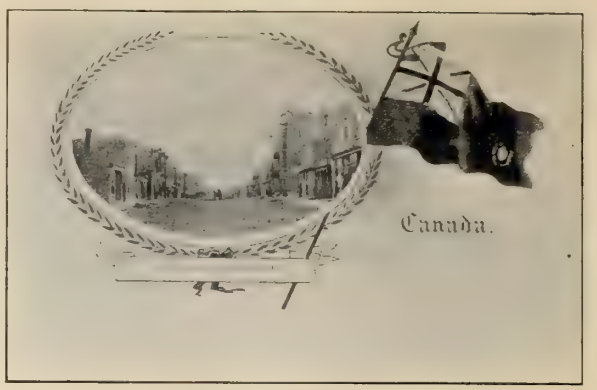
HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

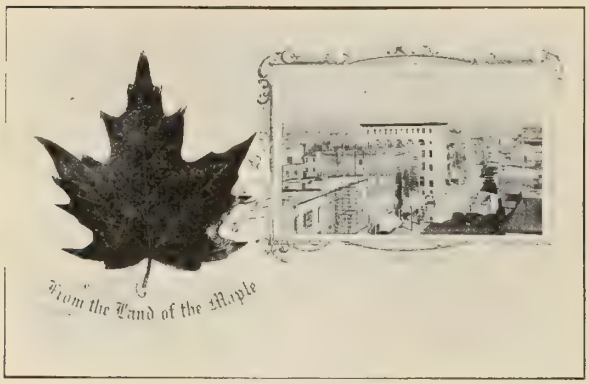
SOUVENIR POST CARDS



No. 4. HORSE SHOE



No. 5. FLAG



No. 6. MAPLE LEAF



No. 7. FORGET-ME-NOT



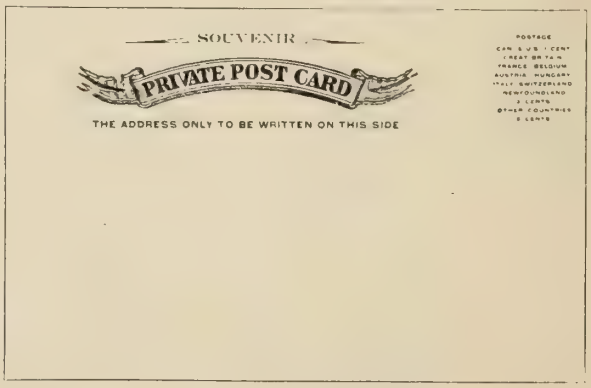
No. 8. HALF-TONE



No. 9. CLEAR CUT



No. 10. HALF-TONE



ADDRESS SIDE

A FEW ILLUSTRATIONS OF OUR NEW DESIGNS. SEND FOR DESCRIPTIVE CIRCULAR AND PRICE LIST

W. J. GAGE & CO., LIMITED, Publishers and Manufacturing Stationers **TORONTO**

MAINLY ABOUT PICTORIAL POST CARDS

A PROGRESSIVE LONDON HOUSE.

London, Mar. 1, 1905.

AMONG the most progressive of the London publishers, Davidson Bros., of Basterfield street, Golden Lane, occupy a prominent place, not only on account of the infinite variety and choice character of their cards, but also because of the phenomenal success they have achieved in a comparatively short time.

While making some necessary arrangements with Mr. Davidson in connection with advertising space in this number, I took the opportunity of making a few enquiries about the marvellous development of their business.

"About how long have you been publishing postcards?" I asked.

"Not much more than two years," said Mr. Davidson. "It doesn't seem long," he said, with a pleased reminiscent expression, "but you'd be surprised if you knew the quantity of cards we have issued in that period. Why, here's one 'comic,' of which we have sold no less than 500,000. It is one of Tom Browne's, and I think it is the card that made us famous. When we began, we looked round carefully to see if we couldn't bring out something different to other people, something distinctly new; and one of the first artists we engaged was Tom Browne, who's on the staff of 'Punch' now. Later on, we got into contact with Dudley Hardy and John Hassell, for whose cards we have the sole monopoly. We also have the entire rights of Lawson Wood, Will Owen, Ludovici, and other equally good men, so you see the reproductions of their designs place our cards in a unique position

"In April, two years ago, we issued the first set, and they took so well from the start that our machines never left off work day or night till after Christmas. It was all we could do to turn them out fast enough for our customers."

I was on the point of asking Mr. Davidson if they specialized on comics, but he seemed to anticipate my question.

"We have over a thousand different sets now, comprising comics, views, fancy landscapes, actresses and reproductions of famous paintings. We specialized in 'comics' somewhat at first, but our customers wanted other things. In fact, the demand made it impossible to specialize, so we now cater to all the varied tastes of the post card dealers."

"Where are they produced?" I asked; for I had recollections of "Printed in Bavaria" on more than one "English post card" that had come into my possession.

"Our works are here in England," replied Mr. Davidson, "and every post card we have in our catalogue is printed in England."

He had just taken up another sample book that, apparently contained something of more than usual interest, and, opening it up, he drew my attention to a beautiful line of calendars. "What do you think of these?" he asked, and there was only one reply for me to make. They were mostly floral productions in three folds, known as drop calendars, cut out and embossed. There were ten numbers measuring 13 inches by 6, published to sell on the Canadian market for 5c. There was also a 10c. line of eight numbers measuring 13 x 8. The designs of these calendars struck me as being particularly beautiful, and the coloring, gilding and embossing gave them a wonderfully rich appearance. Large Canadian orders are expected for these during the coming season, as they are an exceptionally attractive line. "Your Canadian retailers will sell these at 5c. and 10c.," said Mr. Davidson, "and they will be good value at that."

Conversation presently turned on the matter of Christmas cards, and I asked if there was any truth in the rumor that the custom was dying out. I hardly needed to make this enquiry, for I knew from the post office returns that during the Christmas of 1904 more post



Design No. 300, Warwick Bros. & Rutter, Limited.

cards and Christmas cards were sent through the post than during any previous Christmas, and Mr. Davidson's reply was just what I expected: "Trade was never more firmly established than at present," he said, "and we are preparing for a greater demand than ever for the season of 1905."

Complete sets of samples af Davidson Bros.' productions are now in the hands of Copp, Clark & Co., Limited, who control this line for Canada.

J. M. M.

* * *

SCOTCH PICTURE POST CARDS.

MILLER & LANG, of Glasgow, are publishers of the "National" series of pictorial post cards, amongst which several excellent sets of Scottish scenery stand out prominently. The moonlight views of the "Land of Burns," "Loch Katrine," "Loch Lomond," "The English Lakes," etc., are very attractive, being produced with a permanent glossy finish and rich color, resembling an actual photograph. The views of the picturesque Scottish cities of Edinburgh, Inverness, etc., and the colored views of places on the West Highland Railway and the Caledonian Canal are genuine works of art. The color effect is artistically produced and is most

pleasing to the eye. Another series represents favorite sports, that of "Curling" being specially realistic. For lovers of natural history, there is a splendid series of "Bird-Studies" in natural colors. Justice is fully done



Design No 400, Warwick Bros. & Rutter, Limited.

to the celebrities of the day, and prominent actresses are represented in a multitude of poses in private life and also in character.

* * *

Miller & Lang also publish the jewelled cards, which are becoming so popular, and they also give special attention to reproducing views, studies, silver prints, etc., from customers' own negatives. Altogether, their series of post cards is a most interesting one.

* * *

THE ILLUSTRATED POST CARD CO.'S NEW LINES.

THE excellence of modern picture post cards is well exemplified by even a casual observation of the lines shown by this firm Everything conceivable is shown. View post cards, fancy artist cards, comics, bromos, leather post cards, chromos, initial cards, etc., are mingled in a pleasing confusion which delights the eye. It really seems as if the gamut of human endeavor has been explored to furnish material for the various lines and the multi-colored productions shown.

In view cards, Canada is represented from coast to coast. The prominent features of every city and town are illustrated, and if, by chance, any place is neglected, this firm will remedy the deficiency. In the realm of sports, every known Winter and Summer pastime is exemplified in typical scenes. Only the finest and cleverest designs are used, and the prices are regarded as not to be equalled.

Fancy artist and high art cards are revelations which have come to stay. The extent of the line is illustrated by the range of prices from $1.50 to $25.00 per hundred. Clement's famous children's series, illustrating various peculiar positions, is very noticeable. The range of artist studies and well-known actresses is another leader. Flowers of the most delicate tints are very popular. All these can be had in hand colored by expert artists, as well as in black.

Special attention is directed to the comic series, which has proved a leader in the lines. D and F, songs and singers, valentines, M and L and H and V, in series of six each in colors, as well as in black, are the main lines. Prices will be found very reasonable. Some of the caricatures employed deal with nations, weather forecast, leap year, etc.

Bromos, made by Parisian artists, are on view in black and hand colored. Such well-known artists as Reutlinger, Anthony, Stebbing, etc., are used. A line first inaugurated by this firm, and which has proved an enduring novelty, is leather post cards at $6 per hundred. Quality and finish are guaranteed and the designs are burned, not stamped. There are over thirty-five designs.

Beautiful highly-colored scenes from all parts of the globe are seen in the range of chromos, as well as copies of famous paintings such as the Angelus. The price ranges from $1.50 to $3.00 per hundred. The initial card, an exclusive novelty, had sales in December of over 50,000. The high art studies in series and otherwise are doing well. Some copies from Salon, Paris, in nude art are to be had.



The illustration of the initial series shows an angel carrying an initial on its shoulders. The letter is in white and the background in blue with the angel in flesh color. This is one of the series of the Illustrated Post Card Company, Montreal.

Display racks, at $3.00 and $6.50, are silent salesmen which readily pay for the expenditure. Altogether this

Pictorial Postcards

We assure the trade that we are keeping right up to the times in the way of new views.

During the past year we have added largely to our already large assortment, and will continue to add as ideas and opportunity develop.

OUR NEW COLORED VIEWS OF

Montreal, Quebec and Ottawa

are particularly meritorious.

Albums

We carry a big range and the values are special.

Samples and prices—to the trade only—on application.

The Picture Post Card Co.

P. O. Box 334, OTTAWA, ONT.

W. G. MacFARLANE

72 Bay Street, - TORONTO.

Souvenir Post Cards AND **Souvenir View Books**

SOUVENIR POST CARDS.—We get out contract cards in half-tone, embossed, collotype, and other processes. Our colored processes in ***Naturotype*** and ***Naturolith*** are very popular. Let us quote you on editions of your locality. We can make you extremely low quotations. Do not place your order without having first obtained our quotations and samples.

LETTER CARDS.—There is going to be a big run on letter cards this year. We can get out a letter card of your town to retail at 5c. or 10c. in editions of 1,000 up. Write us for quotations and samples.

FANCY AND COMIC POST CARDS.—We have two of the best lines on the market, the Stewart & Woolf and W. & A. K. Johnston. Call at our sample rooms and see our samples before placing your orders. If you are not coming to Toronto send for a sample lot of 100 assorted for $1.70 postpaid. This will enable you to place your order for spring delivery.

1,000 SUBJECTS.—We carry stock in about 1,000 subjects in souvenir view post cards, illustrating American and Canadian scenic places. Our All-Canada Cards should interest you.

SOUVENIR VIEW BOOKS

We get out editions of books in half-tone, luxotype, collotype and in album style. For the small dealers in the small towns we could get out an edition at as low a price as $80.00 for a lot of 500. We can quote on anything from this price up to the highest-priced styles. The dealers of this country do not appreciate what can be done in souvenir view books. It is a matter that they should look into thoroughly. There are stores that sell as high as 20,000 or 30,000 souvenir books of their locality in a year.

BURNT LEATHER POST CARDS.—Let us fill your order for burnt leather post cards at $6.00 per hundred. We will send you 25 samples of different designs at this price from which you could order.

POST CARD RACKS AND POST CARD ALBUMS.—We will shortly have at our Sample Rooms samples of post card racks and post card albums. When you come to Toronto, call on us.

N.B.—Note that we have removed from Saturday Night Building to larger and more commodious quarters in the Westwood Block at 72 Bay Street. We will now be able to show our lines to advantage, and shall be pleased to receive calls from Booksellers and Stationers visiting Toronto.

SOMETHING DECIDEDLY NEW IN

SOUVENIR POST CARDS

We have just completed a large edition of **LITHOGRAPHED** Post Cards in seven colors and a gold.

Several designs, each one of which is a little work of art never before attempted in Canada. The local views are set in typical Canadian designs in Canadian Mounted Police, Indians, Buffalos, Wheat, Flags, etc., etc., worked out in their true colors.

You cannot afford to be without this new line.

We have also created a hand-painted appliqued velvet card that is very popular.

The demand for our burnt leather cards continues to increase.

Sample and prices promptly mailed upon request.



YOUNG BROS.

Manufacturers of Fancy Goods, TORONTO

firm feels confident that an inspection of their line will result in mutual benefit.

* * *

PHOTOGRAPHIC POST CARDS OF CELEBRITIES.

A LINE of cards that will doubtless appeal to the Canadian trade is published by J. Beagles & Co., of Little Britain, London, England.

This firm have the sole right to reproduce cards from the photographs taken by Ellis & Walery, the famous London photographers, and their selection contains practically the whole of the most prominent people in Great Britain.

The series of cards of members of the British Royal Family should be popular in Canada; it includes our late beloved Queen Victoria, King Edward, Queen Alexandra, Prince and Princess of Wales, the young Princes and Princesses of Wales, and a number of others.

The church is represented by some fifty or sixty names of notabilities, who have a world-wide reputation; every denomination is represented, and some of the people are very popular in Canada.

The political, literary, military and musical fields are well represented, and the list includes many subjects which would find a steady sale in this country. Special attention is paid to pictures of actors and actresses; this list contains practically every English stage celebrity of the present day. The demand for this series has been very heavy, and already a number of them have found their way to Canada.

It is interesting to note that some of the celebrities included in this line have posed for as many as a hundred different photographs. Marie Studholme, Edna May, Ellaline Terris, Maud Jefferies and many others appear in a large number of poses.

The style in which these cards are produced is in keeping with the subjects—every card is a life-like photograph reproduced in silvertype, bromide, photocolor, or collotype. A catalogue, giving full details of these lines, will be sent to any readers of Bookseller and Stationer who make enquiry.

* * *

NEW LINES OF MONTREAL IMPORT CO.

AFTER an extended tour of Germany and France, Mr. P. Gumlich, of the Montreal Import Company, has returned to Montreal with a collection of picture post cards which, in variety and excellence of finish, exceeds any former season's collection. This firm makes a specialty of view post cards, and the range is claimed to be the largest in the trade. The scenes comprise views from every section of Canada.

* * *

THE CARDINAL SERIES.

THE Cardinal series of post cards is published by Ferd Anthony Horle & Co., St. John's Lane, London, England, who have set themselves no easy task to live up to their maxim of "Ever to the front." Amongst their most interesting cards are series of English castles and British warships. They are produced in very choice colors and designs, the views of the warships and submarines being especially noteworthy, and a complete series would make a most interesting collection. Messrs. Horle also handle Japanese, Norwegian and Italian post cards, the national characteristics of which make them very popular. This house devotes special attention to ball programmes and embossed cards for concert and other purposes. They have a line of short, stubby programme pencils, with tassels attached, that are now very much in vogue, and these are stocked in five delicate tints. Other tints or colors can be put through to order. A large number of lines of post card albums, ivory boards, enamel boards, etc., etc., are also stocked, and Messrs. Horle wish it known that they will be glad to send quotations and printed matter to any Canadian buyers who are interested in any lines of fancy stationery.

* * *

THE W. J. GAGE LINE OF SOUVENIR CARDS.

WE have been shown some of W. J. Gage & Co.'s new designs of post cards for this season. The line is very attractive and a very heavy demand is anticipated. Already the travelers have booked a large number of good orders.

One series is lithographed in four colors and embossed. The designs represent "Maple Leaf," "Flag," "Horseshoe," and "Forget-me-not," with a space on each for printing views of buildings, scenes, etc.

A handsome series of twenty-two prominent views of Canada, beautifully printed in four colors, is another line which will, doubtless, have a very wide popularity.

Gage & Co. are making every effort to keep up with the demand for new subjects in souvenir cards, and are sure to meet with a large measure of success during the coming season.

Descriptive circulars, together with samples, will be sent on application.

* * *

THE MACFARLANE LINE OF CARDS.

MR. W. G. MACFARLANE is removing this month from Saturday Night Building to the Westwood Block, at 72 Bay street, Toronto, where he will have much larger and more commodious accommodation for displaying his various lines of souvenir books and post cards and novelties.

Trade has opened up very briskly this year, and orders booked during January and February have shown a substantial increase over last year. The Stewart & Woolf and W. & A. K. Johnston lines are meeting good favor with the trade, and he expects to do a large business in these lines this year. In souvenir post cards, Mr. Mac-

Music Orders attended to promptly and satisfactorily

Headquarters for all the Standard and Popular English and American Musical Works.

Anglo-Canadian Music Publishers' Association

ASHDOWNS 88 YONGE STREET, TORONTO Limited

The Picture Post Card House of Canada

(Established 15 years)

The Orders Booked

Justify us in believing we have the **Right Goods** at the **Right Prices.**

View Post Cards Fancy Post Cards
Christmas Post Cards

SAMPLES ON APPLICATION.

The Montreal Import Co., 17 St. John Street, **Montreal**

Illustrated Post Card Co.

ART PUBLISHERS

185 St. James Street, - - - MONTREAL

PICTURE POSTAL CARDS IS OUR SPECIALTY

WE LEAD in QUALITY, VARIETY and PRICES.

Local Photos

Special Views made from Local Photos at **$7.00** per thousand.

Stock Cards

Consisting of Views of the principal Cities and Towns in Canada. Types, Sports and Scenes. Sample assortment of 100 cards **$1.00** per hundred, or **$8.00** per thousand.

St. Louis Exhibition Cards

135 designs at **$1.25** per hundred. Cards are in three colors — blue, brown and black.

Initial Cards

As per illustration at **$2.00**.

Imitation Bromos

Actresses, Children Series; Scenes, large variety, **$1.50** up.

Chromos

Comic Moonlight Series, Bathing Series, Swiss Scenes, **$1.25** up.

Easter Cards

Very pretty and tasteful, **$1.50** up.

Leather Postals--35 Views

Hand burnt, **$5.50**.

Indian Cards

Plain and Jewelled, **$1.25** up.

Bromos

Real Photos from Life—Plain and Hand Coloured—highly artistic, **$3.00** up.

AND MANY OTHER LINES

Post Card Racks

Revolving, with Eagle Top, at **$3** and **$6.50**.

Always the latest from our own artists and factory in Europe.

The Ties which Bind Empires

Picture Post Cards

MILLAR & LANG, Darnley and Forth Street, Glasgow, Scotland, beg to remind their friends across the Sea

That they are the LARGEST PUBLISHERS of PICTORIAL POST CARDS in the UNITED KINGDOM;

That they print special editions in Beautiful Colours from customer's silver prints in less than half the time taken by Continental Houses.

WHY, THEREFORE, SEND TO GERMANY for cards which can be had at home equally as good as, if not better than, those of Foreign Manufacture?

A MAXIMUM QUALITY AT A MINIMUM COST

PRICES:								***Per 1,000***
1,000 Coloured P.P. Cards from each Silver Print								32/6
2,000	"	"	"	"	"	"	"	25/6
3,000	"	"	"	"	"	"	"	23/–
5,000	"	"	"	"	"	"	"	22/–
10,000	"	"	"	"	"	"	"	20/–

Read the Popular Books of the Day

"Business Success." (1/–)

By G. G. MILLAR (of Millar & Lang.)

The "London Times" says of it: "A book giving general principles of conduct; shrewd, experienced and broad-minded."

"What'll the Folk Think?" (1/–)

"A fine appreciation of the Scottish character, and an excellent sense of humor."

MILLAR & LANG

PUBLISHERS

46-48 & 50 Darnley St. and Forth St.

GLASGOW, SCOT.

Farlane is running a great variety of styles. His line in half-tone and in half-tone with embossed crests in gold and three colors of provinces, cities, etc., of the Dominion, are still very popular, and large stock orders are being booked. He is also prepared to quote on collotype, and hand colored, autochrome, silver print imitation, and other lines of contract post cards.

Mr. W. G. MacFarlane has added another process to his variety of picture post card styles, a naturolith. The cards are colored in the tints of nature, and make a very pretty souvenir post card. The naturotype and naturolith processes will be very popular this year. They are of home manufacture and are equal to the German imported cards and cost less.

There will be a large demand for pictorial letter cards this season, as they can be sold at 5c. and 10c., the prices being between souvenir post cards and souvenir books. It would be worth the while of dealers to look into this matter of letter cards for Spring delivery. Mr. MacFarlane will go extensively into this line.

Mr. MacFarlane is putting in post card racks and post card albums this year, and will be ready shortly to show samples of these.

* * *

EASTER POSTAL CARDS.

The Copp, Clark Co., Limited, are offering a very attractive line of Easter picture post cards, embossed and plain, with plain and bronze background, all showing appropriate Easter designs.

Young Bros., Toronto, are putting out a very fine line of lithographed postal cards, which have created a big impression wherever shown.

So successful has been the line that fully one-third of the first printing was sold before they were off the press.

NOVEL READING.

COMMENTING upon Mr. Hall Caine's protest against the doctrine that the great reading of fiction in these days implies frivolity or decadence, a writer in The Daily Graphic says: "There is certainly no reason in the ultimate nature of things why it should do so. The novelist, no less than the poet, may be a seer and an interpreter, with the advantage that his interpretations may be more easily intelligible to the mass of humankind. But it was only the other day that Mr. Thomas Hardy was complaining that the majority of novelists neglect this function of their priesthood, and write without regard to any theory of the relation of man to the universe in which he dwells. If that were so, the excessive popularity of fiction would not be a much more hopeful sign of the times than the excessive popularity of bridge. There are exceptions to the rule, however, and some of the novelists who furnish the exceptions enjoy very large circulations. Their philosophies may in some cases be shallow; but at least they make their readers think; and so long as readers can be found who are willing to think, our apprehensions of national degeneration need not be acute."

LATENT GENIUS.

AMONG the curiosities of literature may be classed the following letter received recently by a well-known Toronto publishing house, from a correspondent in Eastern Ontario: "As I have been informed that you are publishers And I am writing to know whether you deal in novels as I am writing one at Present and I would like for you to send me your Price list of ten sent novels and upward and oblidge me." To reassure the public, it should be said that the publisher, more or less regretfully, declined to enter into arrangements with the would-be author.



PICTURE POST CARDS

The new effects which we have originated this season in Souvenir Post Cards are the choicest designs that will be shown. We are also making a special feature of printing the scenes in colors. Ask for samples and quotations.



TUCK'S FAMOUS "WRITE AWAY" Post Cards

are undoubtedly the most successful series of Comic Post Cards published. The sale in Canada is increasing every month. Our new stock is just to hand. Write for samples.

WARWICK BROS. & RUTTER, LIMITED

WHOLESALE MANUFACTURING STATIONERS - TORONTO

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards.
Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.
8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

The "J. B. & Co."

2d. POST CARD SERIES

Real Photographs from life of ***Ever Popular Actresses and Stage Celebrities.***

Portraits of every Stage Celebrity from all the Latest Sittings.

Also New Post Card Portraits of ***Royalty, Clergy, Political, Musical, Literary, Scientific,*** and other Celebrities

In Bromide, Photo-Colour, Silvertype, Hand-Coloured, Jewelled, &c.

Postcard Albums of Every Description, Size and Price.

WRITE FOR CATALOGUE.

J. BEAGLES & CO., 9, 10 and 11 Little Britain, LONDON, E.C.
Telephone 4951 Holborn. One Minute from G.P.O.

The **D.F.&Co** Post Cards



We publish a large range of VIEW and SUBJECT CARDS, and also produce for clients

PRIVATE SETS

of VIEW CARDS in **Moonlight, Carbon-Gravure, Silver-Gravure, Aluminium-type, Collotype, and Coloured,** from Customers' Copyright Photographs.

Price Lists and Quotations on application, mentioning quantities required and enclosing trade card.

Special sample parcels 10/- each net.

Delittle, Fenwick & Co. Post Card Publishers. YORK.

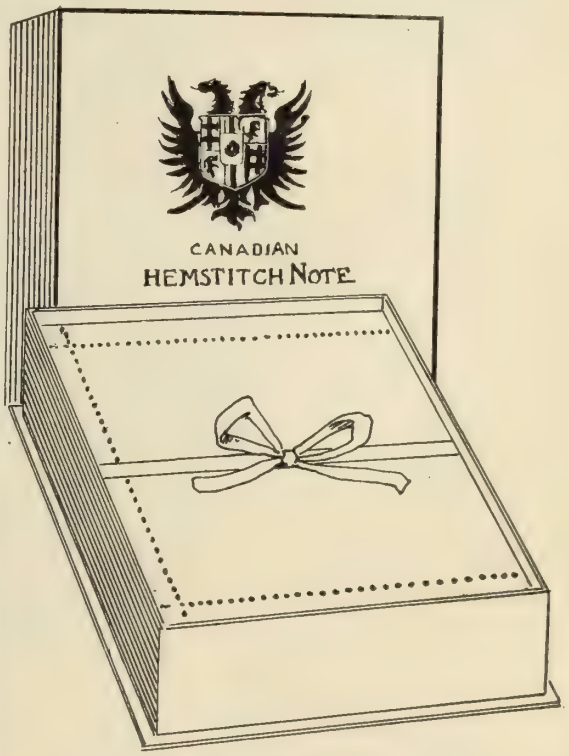
Address: YORK, ENGLAND.

A LONE HAND

AN INNOVATION IN PAPETERIE-MAKING IN CANADA IS OUR INTRODUCTION TO THE TRADE OF

Canadian Hemstitch Note

WHICH WE PURPOSE MAKING A SPECIALTY OF



No. 456.

No. 456, Salisbury size, 24 sheets, 24 envelopes to box, tied with ribbon, fine linen paper, in white, blue, and grey colors. Price, $4.00 per doz.

No. 465, Salisbury size, 48 sheets, 48 envelopes, in long box, tied with ribbon, fine linen paper, in white, blue, and grey colors. Price $5.40 per doz.

THESE ARE ONLY TWO OF A LARGE LINE WHICH OUR TRAVELLERS ARE NOW HANDLING FOR ADVANCE ORDERS.

DO NOT FAIL TO SEE THEM

THE COPP, CLARK COMPANY, LIMITED

STATIONERY BRIEFS

THE progressive dealer should be always educating his customers to the use of a better quality of stationery. The average person will go along using the cheapest kind of paper and envelopes possible as long as nothing better is offered. But if a high-class paper is shown and displayed in the window it will not be long before a good demand for it springs up. It is often said that you can tell a man by the stationery he uses. If that is so the stationer has much to answer for. A stationer in a town in Western Ontario issued a neat booklet illustrative of the lines of paper he carried. He sent out about a hundred to the people who would be likely to adopt better stationery. The experiment proved successful. No one will use inferior stationery when he, or particularly she, knows that it will have to pass the criticism of some one else.

* * *

Cigar and match cases run in very well with the stationery stock. They are among the numerous articles which have to be shown to be sold. A man very seldom goes into a store with the intention of buying either. But if one is brought to his attention, unobtrusively, the fancy may seize him to have one. If he is a smoker it is just a question of time till this desire comes. A select assortment will bring the day of his purchase so much the sooner. Besides the profit which accrues from a business in these novelties or necessities of the smoker, they add to the general appearance of the stock.

* * *

Every one is looking for novelties now-a-days. Have you tried showing seals and sealing wax in connection with your stationery? It does not cost much money to lay in a little stock of these things. Yet they add a touch of originality, just something out of the common, and that, as we said before, is what the public is seeking. Wax is sold in all colors, which makes it easy to put up an attractive display. Seals, too, may be had in all stages of elaboration. Simple initials and monograms are the commonest, but various devices are sold.

* * *

Too much cannot be said about the necessity of stocking up on pictorial post cards and view books. If properly worked these will prove a lucrative part of the Summer business. The retail dealer has to grasp any prospect like this and make the most of it. There is a large transient trade in the stationery business, and it is necessary to foresee the demand and be ready for it.

* * *

Paper knives, too, provide a very saleable article during the season of new books and magazines. They do not cost much, and most people would feel that they could stand the luxury of one if they were only shown properly. A neat display near the book counter would cause the sale of many of these articles.

NOTES OF THE TRADE.

H. L. Cruso and Dr. McKenzie have formed a partnership to carry on a stationery, book and drug business at Fort Frances.

T. C. Jack, of the firm of T. C. & E. C. Jack, publishers, Edinburgh and London, was a visitor in Toronto last week. He will handle Morang & Co.'s books in Great Britain hereafter.

We have received from The Charles H. Elliott Co., of Philadelphia, a new catalogue of tally and dinner cards. A great number of lines are enumerated and illustrated and the catalogue cannot fail to be of very great interest to the progressive stationer. Elliott & Co. will send a copy of this catalogue to any of our readers who make application.

A special line of novelties in ladies' hand bags is being shown by Warwick Brothers & Rutter. A fancy, beaded design will be popular for next season. Swagger bags in fluffed alligator are most attractive. Another bag which is shown contains a miniature watch in the side. Perhaps the newest thing is the vanity bag, containing a tiny mirror, puff and other toilet accessories.

Wm. W. Sanford, of Sanford & Bennett, manufacturers of fountain and stylographic pens, New York, has been making one of his periodical business trips through Ontario and Quebec. He was in Toronto on the 10th inst. and in conversation with Bookseller and Stationer reported that his firm's trade in Canada was gradually growing. The firm is preparing to put on the market another new fountain pen which promises to take well.

The Northwest Territories have a new agricultural magazine, The Farm and Ranch Review, published at Calgary. The initial number is a most creditable one, well printed, well illustrated, and containing much matter of great interest to farmers and stockmen. At its recent convention the Territorial Grain Growers' Association adopted the new publication as its official organ, and a goodly percentage of its space is devoted to reports of the able papers and discussions at that gathering.

Owing to the Montreal epidemic of high and seemingly unjust rents, as well as realizing the necessity of more commodious premises, the well known book and stationery firm of Wm. Foster Brown, corner of Mansfield and St. Catherine Sts., Montreal, will remove this spring almost directly opposite to the store now occupied as a dry goods store by Marchand. Many improvements will be seen in Mr. Foster Brown's new store. Bookseller and Stationer trusts to illustrate this store after it has been fitted up and occupied by the above firm.

THE ASSOCIATED PRESS.

THE wires of the Associated Press, that great organization for gathering and spreading the news of the world, form a network across the continent from St. John, N. B., to Seattle, Wash., and from Duluth, Minn., to New Orleans, Galveston, and the City of Mexico. The news it gathers during twenty-four hours, from every part of the world, amounts to thirty-five columns of a newspaper of average size. Seven hundred papers use this service. Melville E. Stone, the vice-president and manager of the Associated Press, has written of the organization, aims, and workings of the association; and the story will run through several issues of The Century. The April number will tell of its operations in Europe, and how its present efficiency was brought about. The present satisfactory conditions abroad were gained only through considerable diplomacy and through Mr. Stone's personal presentation of the matter to the Pope, the President of France, the Emperor of Germany, and the King of Italy.

DAVIDSON BROS'.

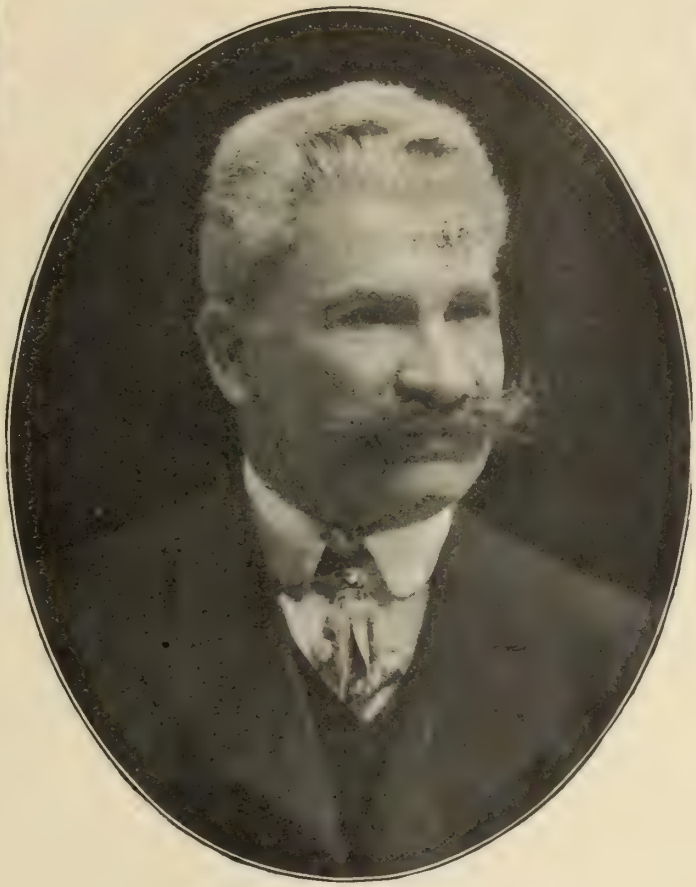
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FOR

1906







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THE LATEST MUSIC

CANADIAN music publishers report phenomenally successful business during February and March to date. This is the season when the retailer stocks up with music that has been tried by the trade in the larger centres and not found wanting. The tie-up on the railroads during February resulted in practical starvation of trade for a fortnight, and the result is that the publishers are fairly swamped with orders at the present time. This, coupled with a healthy demand for music of all kinds, has brought about conditions which are unusual in the music trade of Canada. Of the successful songs of this and last season, one of the best sellers has undoubtedly been Miss Barry's "Time's Roses," which is meeting with phenomenal success, and is now being distributed broadcast throughout the country.

"Ben Bey"—Characteristic march and two-step, by J. Jeodogus. A bright and catchy two-step, with a suggestion of Oriental color. Whaley, Royce & Co., Toronto.

"Sweet Little Caraboo"—Song; music by T. Kelly, words by E. Laska. This song is being featured in Frank Perley's new comic opera, "The Girl and the Bandit," and will become popular on account of its naive and piquant style. Whaley, Royce & Co., Toronto.

"Listen"—Song; music by Frank L. Moir, words by Clifton Bingham; published in D (B to D) and F (D to F). A beautiful little lyric with effective setting, full of originality and suggestive harmonies. This song will prove a welcome addition to any singer's repertoire. Anglo-Canadian Music Co., Toronto.

"Acushla"—Song; words by E. C. Fitzpatrick, music by Wilton King; published in F (C to E) and A flat (E to G). From a melodic standpoint, one of the most interesting of this year's songs. There is a charming suggestiveness in the setting, which is in itself ample to recommend it to lovers of high-class songs. Anglo-Canadian Music Co., Toronto.

"My Irish Indian—Mary Ann McCue"—Song; music by J. Schwartz, words by W. Jerome—one of the song hits of the present season. It has every requisite of a popular ditty. Whaley, Royce & Co., Toronto.

"On a Crocodile"—Song; words by J. O'Dea, music by Kendis & Paley; featured with great success in the new English musical comedy, "The Cingalee." There is just that peculiar rhythm and catchy melody about it that go to make an impression at first hearing and have brought success to comic opera songs for years. Whaley, Royce & Co., Toronto.

"The Song of the Sword"—song for bass or baritone voice, words by Arthur Chapman, music by Frederick Bevan; published in C (A to C) and D (B to D). This song, which has decided merit, is welcome at a time when there is practically a dearth of first-class bass songs. Perhaps no other recommendation is necessary than the fact that it is by the composer of "The Admiral's Broom." One cannot refrain, however, from commenting on the composer's cleverness in writing for the bass voice. Anglo-Canadian Music Co., Toronto.

"Pal of Mine"—Song; words by B. C. Costello, music by J. S. Nathan. One of the latest offerings in sentimental songs, possessing more than ordinary interest on account of its effective setting, which has just that suggestion of "tears" that have contributed to the success of some of its predecessors. Whaley, Royce & Co., Toronto.

"In All the Lovely Gardens"—Song; music by W. Sanderson, words by E. Teschemacher; published in A flat (E to F) and B flat (F to G). A charming little lyric with a touch of airiness that makes it eminently suitable for an encore number on concert programmes. The song is to be heartily recommended to every lover of first-class songs. Anglo-Canadian Music Co., Toronto.

"The Beautiful Land of Nod"—Song; words by Ella Wheeler Wilcox, music by Edwin Greene; published in D (B to D), E flat (C to E), F (D to F), G (E to G). Perhaps the most ambitious work so far of the composer of that popular lyric, "Sing Me to Sleep." It possesses more interest, however, and is sure to become a popular berceuse. The spirit of Ella Wheeler Wilcox's pretty poem is admirably brought out in the music, which has an exquisite 'cello obligato. Whaley, Royce & Co., Toronto.

"King Love"—Song; words by J. A. McDonald, music by Kent Sutton. Another meritorious song for bass voice, bound to become popular. It is particularly suited to a robust voice and possesses the requisite degree of swing and go. Anglo-Canadian Music Co., Toronto.

"The Parting Hour"—Waltz; by Fred Bergel. A very tuneful dance number, featured by all the leading orchestras this season. Whaley, Royce & Co., Toronto.

WALL PAPER

A LANDSCAPE FRIEZE.

WITH the general advance in the artistic effects of wall paper goes the improvement in borders. A feature which is being introduced in friezes is a landscape pattern. At intervals along the border is a tree in conventional form, on a plain background of green, representing a meadow. The trees do not come often enough to dull the picture, nor are they clear enough to attract the eye to the individual picture. It is just the general effect of a scene from nature which is aroused.

Another frieze along similar lines is that of a boat scene. Here, too, it is the whole effect which is sought. The boat is not a real boat nor the sea a real sea, but the whole pattern is a picturesque representation of a boat on the sea. These ideas should be very popular, as they are a distinct change from the long-established designs.

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A correspondent writes to an exchange:

"Good male help is the only kind we employ in our paper department. We compel them to become perfectly familiar with the stock and every detail of the business, as herein lies the success or failure of the department.

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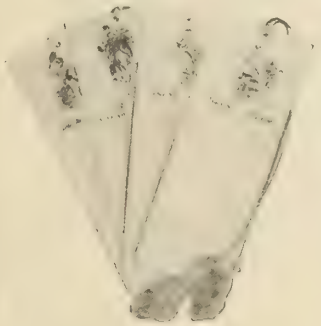
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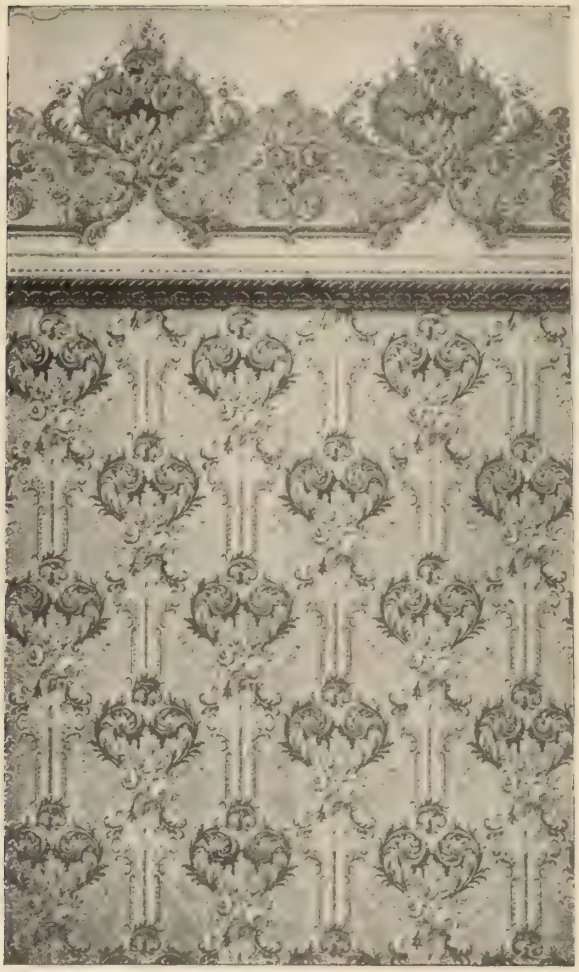
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681-683-685 Craig St., Montreal

such a way that it will insure us future work, while outsiders often lay poor work on the paper, while they themselves are to blame."

BURLAP.

BURLAP, as a substitute for wall paper, is opposed by physicians on sanitary grounds. The rough surface gathers the dust quickly and provides a breeding place for numberless kinds of germs. This objection is met to some extent by covering the burlap with a coat



A modern example of scroll and floral design in coloring suitable for parlor, hall or dining-room decoration, manufactured by Stauntons Limited, Toronto.

of paint, but even then the hairy surface soon becomes dusty. This is an unfortunate defect, as the effect of burlap is exceedingly rich and attractive.

A substitute for burlap is made in Japan, which obviates the difficulty, and has the additional merit of being cheap. It is made of pulp, and so is free from the hairs which are the chief source of trouble in the original article. The success of the Japanese in the manufacture of mattings would lead one to believe that this product will become a noticeable feature in the wall decorations of the future.

TO CLEAN WALL PAPER.

GREASE spots may be removed from wall paper with comparative ease. Place a piece of rather thin blotting paper, or common brown paper, over the spot and hold a hot flat-iron against it. The iron should be as hot as possible without scorching the paper. The heat will melt the grease and draw it into the blotter. This operation should be repeated until the spot has disappeared.

If this will not remove the spot, get a small quantity of sulphuric ether and apply it to the spot with a sponge. This must never be done at night time or near a flame of any kind, as ether is very inflammable.

A SYSTEM OF DECORATION.

THIS month will see a general renovation of house furnishings. Dingy rooms can be made bright and new with a little fresh wall paper. Artistic displays of interior decorations will cause many a person to renew a room or two. Large, leafy and flowered designs in rather subdued colors are being extensively shown. There is something luxurious about them which is attractive.

While it is impossible to give any hard and fast rules for interior decorations, for after all the local conditions of light and the style of woodwork must govern the choice, yet some general principles might be laid down in recommending a system of papering. For the dining room, the most popular thing is a red burlap or unfigured paper up to a high wainscoting, with a light paper ranging from a grey to a yellow, in either case plain, from the wainscoting to the picture moulding. The result is very effective. For the drawing room, the flowered papers mentioned above, or an absolutely plain green tinted paper, is artistic and correct. For bedrooms, the quiet effects are desirable, whether in figured or plain papers. A general harmony in the interior decorations must be preserved. A light, bright room is in all cases to be desired. The warm effects of some of the flowered papers in red are some of the commendable features of the Spring offerings.

HINTS TO DEALERS.

NEVER show your papers side by side without considering that the effect of one may counteract the effect of the other. Arrange your display artistically. The object of window dressing in some businesses is simply to make a striking display regardless of artistic arrangement. A proper harmony must be considered in wall paper.

Frequent changes are necessary. In the first place you cannot let the paper lose its freshness by leaving it in the bright glare of the sunlight, and secondly you must get variety in this way rather than by showing much at a time. A good plan is to show only two or three good papers at a time. In this case you can show a suitable border and give a fair idea of the appearance of the paper when hung on the wall.

Papers with glossy surfaces present the greatest difficulty in a window display. Be careful not to have the light shine on them so as to produce a glary effect

Educate your customers up to buying a better class of paper. Every dealer has to keep lines of very cheap paper, but the price forbids any good profit. It is in the higher grade papers that the real profit lies. These grades can be sold in most cases if they are shown in comparison with the poorer qualities. It doesn't require any argument to show the difference between a cheap and a more expensive article. For the better rooms of a house particularly, the better paper can be sold with very little urging.

Great care in buying is necessary to prevent accumulating a lot of old styles and small odds and ends. Keep the stock moving, even if you have to mark down some slow-selling lines very low.

CONDENSED OR "WANT" ADVERTISEMENTS.

MORTGAGE SALE.

UNDER and by virtue of the powers contained in a certa n chat el mort age, which will be produced at the time of sale, there will be offered for sale by public auction by Charles A. Waterman, auctioneer, at the premises lately occ ıpied by Morley & Co., Baker Street, Nelson, British Columbia, on Monday, 27th day of March, 1905, at the hour of 11 o'clock, in the forenoon, the fol'owing property, namely: The goods, chattels, stock in trade, stationery, books, wall paper, musical instruments, toys, fancy goods, show cases, safe and shop fixtures situate on the said premises. The vendors value the stock and fixtures at about $12,000.00. For further particulars, terms and conditions of sale, apply to Wheeller & Wragge, solicitors, Canadian Bank of Commerce Building, Nelson, British Columbia; or to the auctioneer, C. A. Waterman, Nels on, B.C., or to The Thomson Stationery Co., Limited, Vancouver, B.C. Dated the 6th day of December, 1904. (3)

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BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Madigans." Nicholson.
4. "The Princess Passes," by Williamson. McLeod & Allen.
5. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
6. "Jess & Co," by J. J. Bell. Copp, Clark.

COLLINGWOOD.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Princess Passes," by Williamson. McLeod & Allen.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
5. "The Seats of the Mighty," by Parker. Copp, Clark Co.
6. "The Right of Way," by Parker. Copp, Clark Co.

GUELPH.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "Murray's Detective Stories."
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Prospector," by Ralph Connor. Westminster.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

HALIFAX.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Prospector," by Ralph Connor. Westminster.
3. "Beatrice of Venice." Max Pemberton. Copp, Clark Co.
4. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
5. "The Truants," by A. E. W. Mason. Bell & Sons.
6. "Gabriel Praed's Castle," by Alice Jones.

KINGSTON.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "The Prospector," by Ralph Connor. Westminster.
5. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
6. "The Princess Passes," by Williamson. McLeod & Allen.

MONCTON.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Prospector." by Ralph Connor. Westminster.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Prodigal Son," by Hall Caine. Morang.
6. "The Clansman," by Dixon. Musson.

OTTAWA.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Prodigal Son," by Hall Caine. Morang.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Challoners," by E. F. Benson.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

PORT ARTHUR.

1. "The Loves of Miss Anne," By Crockett.
2. "The Prospector," by Ralph Connor. Westminster.
3. "Huldah," by Alice MacGowan. McLeod & Allen.
4. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
5. "Black Friday," by F. Isham. McLeod & Allen.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

ST. CATHARINES.

1. "Jess & Co.," by J. J. Bell. Copp, Clark.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
5. "The Princess Passes," by Williamson. McLeod & Allen.

ST. JOHN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "God's Good Man," by Marie Corelli." Briggs.
3. "The Masquerader," by K. C. Thurston. Harpers.
4. "The Coming of the King." by Joseph Hocking.
5. "The Princess Passes," by Williamson, McLeod & Allen.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

TORONTO.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Garden of Allah," by R. Hichens. Stokes Co.
3. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Sea Wolf," by Jack London. Morang.
6. "God's Good Man," by Marie Corelli. Briggs.

VICTORIA, B.C.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "Blazed Trail," by White.
3. "Double Harness," by Anthony Hope, Copp, Clark Co.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Prospector," by Ralph Connor. Westminster.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "The Prospector," by Ralph Connor	77
2. "God's Good Man," by Marie Corelli	70
3. "The Masquerader," by K. C. Thurston	47
4. "Dr. Luke of the Labrador," by Norman Duncan	41
5. "Beverly of Graustark," by G. B. McCutcheon	32
6. "The Princess Passes," by Williamson	28

NOVELS THAT ARE NOT "PUBLISHED."

AS a matter of fact, a very large number of the novels included in that list of 1,859 said to have been published last year, were never published at all in the proper sense (says J. A. H., in The Bystander). A very considerable business is done in London by a class of "publishers" who gratify the vanities of would-be authors by printing their novels for them at an exorbitant charge, and sending out for review a few bound copies, the remainder being distributed among the friends of the authors, or eventually sold to the rag-man. Never a bookseller handles a copy of these inglorious works! In this way some hundreds of novels which go to swell the general list of fiction are not published at all, while no small proportion of the year's output represents novels of which a thousand copies are printed, and perhaps five hundred sold, the unbound sheets of the edition being got rid of as waste paper. In this way the dimensions of the "plague" are greatly reduced, and I, for one, view it without the slightest alarm. On the whole, although much trash is undoubtedly enjoying wide circulation, a book of real merit seldom fails to win its way, and I have a suspicion that, even in the familiar stuff of certain popular novelists there must be some elements not wholly bad, to account for its favor with the general public. Let us remember always that after the literary critics have said their say, the dear, dense, old General Public is the jury that decides all questions of popularity, and in the ultimate result, as literary reputations prove, decides them to the approval of even the critics.

ADVERTISING BOOKS.

WALTER BARRETT BROWN, writing in a recent number of Gunton's Magazine, has some pertinent remarks to make about book advertising, especially from the publisher's standpoint. After acknowledging that strong objection is made by contemporary writers to advertising literary wares, because a commercial spirit does not seem to comport with the dignity of the profession of letters, he proceeds to show that advertising has become a necessity. "The old conservative publishing houses that long tried to subsist on tradition, have either had to go to the wall or adopt new methods."

"It is a notable fact that the literary man is seldom a good business man. There are, of course, some brilliant



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TURNED-UP POINTED and other PENS,

made of the same materials, by the same tools, by the same process, and at the same works as the "WAVERLEY" Series of Pens, which HINKS, WELLS & CO. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Macniven & Cameron, Limited.

1s. 6d. and Gross Boxes Sold by all STATIONERS

exceptions. In this age of specialization the literary man, particularly as he represents the publishing house, has little time to devote to other matters. The business man has no time to engage in things literary beyond the possibilities of the dilettante. Somewhere along the line, therefore, it is necessary that these two should come together. So the publisher is compelled to organize his literary staff as entirely distinct from his business office, yet capable of being worked side by side. To the one the new book is an event of greater or less significance in the literary world; to the other it is a cold commercial proposition, that must be sold for dollars and cents."

Mr. Brown, continuing, propounds two principles, which underlie all advertising, and these he applies to books. First the article to be advertised must be worth selling, and second, the advertising must be consistent with the article to be sold. He refers to such books as "Ben Hur" and "David Harum," which possess superlative merits. Advertising undoubtedly gave the first impetus to their sale, but that sale was maintained because of the quality of the books.

"Any book that is good enough to win the favorable report of the professional readers is practically sure of a sale of 1,500 to 2,000 copies. The factory cost of producing a modern novel, a book that sells at retail for $1.50, on a run of one thousand copies, is about twenty cents; the publisher receives, on an average, eighty-one cents; but out of the remaining sixty-one cents must come royalties, advertising, office expenses, and incidentals, and lastly, if anything is left, profit. A sale of fifteen hundred copies under normal conditions, enables the publisher to come out even, and generally yields to the author a return of $150 for his months of labor. Beyond this point, the publisher begins to make a profit, which, of course, was what induced him to attempt the publication of the book; so that, by the time the sales reach 3,000, the house gets a return of $300 or more. And despite all the sensational advertising, so called, not one in ten novels now being published goes beyond these figures."

Mr. Brown believes, from personal experience, that the value of book advertising does not consist in "booming" sales, but in getting for a book all the recognition it deserves. "It is anything but just to condemn modern book advertising in general because of the undeniably sensational methods occasionally resorted to. If the principles given above are kept in mind, it will be seen that if the advertising is unworthy, the book is unworthy, and, as a rule, its buyers are composed of those who can be fooled all the time, with perhaps a sprinkling of those who can be fooled part of the time. Legitimate advertising should be worth reading. The prosaic announcements of thirty years ago may have satisfied the readers of thirty years ago; and when it is remembered that there has been a revolution in advertising itself in that time, there is little doubt that book advertising stood in the same relation to general advertising as it does now. And right there is the crux of the whole question. Those who are complaining of present methods, those who hesitate to depart from their cherished traditions would keep book advertising unchanged, just as it was thirty years ago, forgetting that the world has moved onward. This is why the younger and more progressive houses are prosperous, and, indeed, why the authors whose reputations the older houses helped to make are flocking to the more youthful ones, leaving the patriarchs still at the old business of "introducing new authors to the reading public." The experienced authors have acquired some business capacity, and realize that the signature of a long-established house on their title page is of little use, if the house is behind the times at its commercial end and does not sell the books."

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

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Jenkins & Hardy, Toronto.

Art Signs.
Martell-Stewart Co., Montreal.

Barristers, Solicitors, Etc.
Atwater, Duclos & Chauvin, Montreal.
Beatty, Blackstock, Fasken, Riddell & Mabee, Toronto.
Irwin & Jones, Toronto.
Mewburn & Ambrose, Hamilton.
Tupper, Phippen & Tupper, Winnipeg.

Books and Albums.
Briggs, William, Toronto.
Brown Bros. Co., Toronto.
Copp, Clark Co., Toronto.
McClurg, A. C., & Co., Chicago.
Partridge, S. W., & Co., London, Eng.
Picture Post Card Co., Ottawa.

Blank Books.
Copp, Clark Co.. Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Warwick Bros. & Rutter, Toronto.

Calendars, etc.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Davidson Bros., London, Eng.
Warwick, Bros. & Rutter, Toronto.

Commercial Works.
Morton, Phillips & Co., Montreal.

Crepe Paper.
Brown Bros., Limited, Toronto.
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Educational.
Metropolitan Business College, Ottawa.
St. Margaret's College, Toronto.

Fancy Goods.
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Financial Institutions and Insurance.
British American Assurance Co., Toronto.
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Glue, Paste and Mucilage.
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Hotel Directory.
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Inks—Indelible.
Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
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Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Magazines.
Newnes, George, London, Eng.

Music and Musical Instruments.
Anglo Canadian Music Pub. Ass'n., Toronto
Whaley, Royce & Co., Toronto.

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
Perry & Co., London, Eng.
Warwick Bros. & Rutter, Toronto.

Pencils.
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Waterman, L. E., Co., Montreal.

Playing Cards, Picture Cards, Games, etc.
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Union Card & Paper Co., Montreal.

Postal Scales.
Triner Scale & Mfg. Co., Chicago.
Pelouze Scale and Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers.
Weese, G. A., & Son, Toronto.

School Supplies.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.
Beagles, J., & Co., London, Eng.
Delittle, Fenwick & Co., York, Eng.
Gage, W. J., & Co., Toronto.
Horle, Ferd. Anthony, & Co., London, Eng.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Millar & Lang, Glasgow, Scotland.
Montreal Import Co., Montreal.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Young Bros., Toronto.

Stationery.
Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co , Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Tally Cards, etc
Elliott, Chas. H., Co., Philadelphia.

Telephones.
Bell Telephone Co. of Canada.

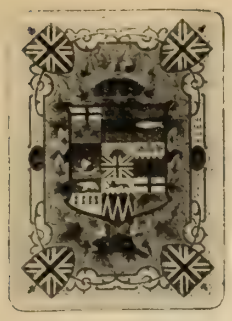
Toilet Paper.
Weese, G. A., & Son, Toronto.

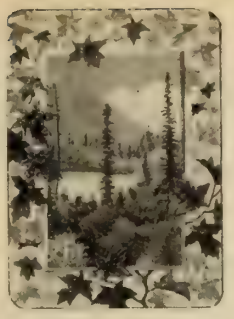
Typewriter Supplies.
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Mittag & Volger, Park Ridge, N.J.
Standard Supply Co., Montreal.

Wallpaper.
Stauntons Limited, Toronto.

Water Color Paints.
American Crayon Co.—A. J. McCrae, Toronto

Wholesale Jobbers.
Weese, G. A., & Son, Toronto.

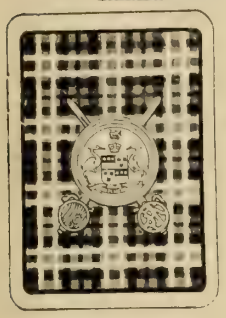

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INDIAN CHIEF


MOOSE

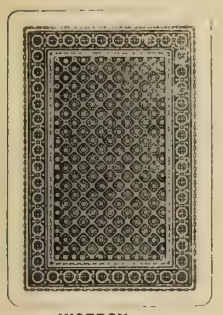

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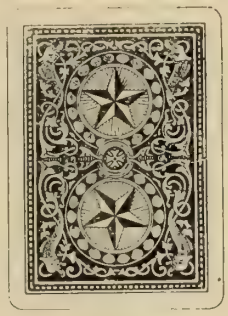

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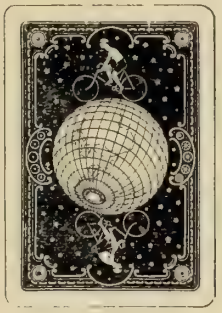
GOODALL'S PLAYING CARDS

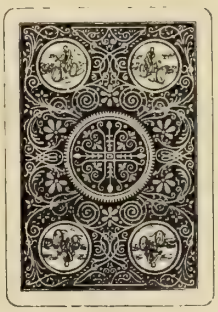
A. O. HURST, 24 Scott St., TORONTO


FORTUNE TELLER


VICEROY


VICEROY


BICYCLE


BICYCLE


BICYCLE

"Highest Award"



Don't forget to ask for a **PELOUZE POSTAL SCALE.** It means you will get the best Postal Scale that money can buy.

Received Highest Award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best.

"No modern up-to-date office is complete without one."

"Save Time and Stamps."

National - -	4 lbs.	$3.00
Union - -	2½ lbs.	2.50
Columbian -	2 lbs.	2.00
Star - -	1 lb.	1.50
Crescent - -	1 lb.	1.00

They tell instantly the exact cost of postage in cents on all classes of mail matter. Always accurate.



Mail and Express
16 lbs., $5.00

Commercial -	12 lbs.	$3.7
U. S. - - -	4 lbs.	2.50
Challenge -	4 lbs.	2.50
Victor - -	1½ lbs.	1.75

The **PELOUZE POSTAL SCALES** have a double needle index that starts at the top and moves through a slot. Very easy to read. Absolutely automatic—no tedious manœuvering of a poise on a beam.

All Leading Dealers Sell Them. Order Through Your Jobber.

PELOUZE SCALE & MFG. CO.

118-130 W. Jackson Boulevard :: :: CHICAGO





We have

A beautiful little Koh-I-Noor Pencil Booklet, that is a work of Art—nothing less; and we will send a liberal quantity with any orders we may receive for Koh-I-Noor Pencils.

In fact, we ***make it a point*** to supply a liberal quantity of Advertising matter, such as Booklets and Show Cards and other handsome material, upon which **we** pay duty, for the benefit of our customers.



L. E. Waterman Co.

OF CANADA, LIMITED

136 St. James Street, - Montreal

ART GALLERIES

IN YOUR TOWN

You are invited to visit our travellers' sample rooms, and view the display of

CHRISTMAS CARDS AND CALENDARS

FOR SEASON 1905-1906

It is almost impossible to enumerate all the lines shown in

CHRISTMAS CARDS

which represent the best designs in practically endless variety of ***Hills "For the Empire" Series.***

Canadian Emblematic Designs. ***Cards with Canadian Views.***
Souvenir Cards.

Davidson Bros.—Special Boxed Cards.
Castell Bros.—Autographic Cards in Boxes.
Assorted Cards in Packages.

CHRISTMAS AND NEW YEAR POST CARDS

CALENDARS

Work of the best known artists, to retail at from 5 cents each up to $10 each. Drop, Turnover, Fans, Novelties, Floral Decorations, Landscape and Marine Scenes, etc. Beautifully Illuminated Titles.

We will not keep you waiting as our samples are far in advance.

PRIVATE GREETING CARDS

In contemplation of the increased demand there will be for these cards we will have an exceptionally large stock of extensive variety to select from.

Import orders will also be taken for special designs. ***"For the Empire"*** is the series that has been again selected as having the most appropriate and up-to-date designs for this important branch of the ***Christmas Card*** trade.

We are the sole Canadian agents for the publishers represented.

The Trade have now an opportunity of selecting the most attractive and saleable goods ever displayed.

THE COPP, CLARK COMPANY, LIMITED

64 and 66 Front Street West ***TORONTO, CANADA***

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, APRIL, 1905. No. 4.

PROGRESSIVE BOOK SELLING

IN the cycle of progress which has come upon the business world in recent years, the bookseller could not hold aloof, even if he wished. Perhaps no business retained its old conservatism as long as this. The traditions which have been handed down from time immemorial, still clung to the shop of our own time. We are accustomed to think of bookshops as the homes of old musty tomes and older and mustier bespectacled men. This was the condition which subsisted up to within our own memory.

Modern Methods.

A change, however, has come over the scene. The prevailing spirit of unrest and innovation has banished the mustiness of the shop, and the dull, legal bindings of the books have given way to all manner of resplendent colors. We may heave a sentimental sigh at the passing of these landmarks of antiquity, but much is to be said for the change on the business side.

Year by year the race for existence becomes harder and eternal vigilance, more than ever before, is the price of salvation. Business has become a contest in which only those who develop and progress are going to win. The keenness of present-day competition leaves no place for the sluggard. Accordingly, the bookseller cannot sit back and look with admiration and wonder on what has been already accomplished. The wave of progress is still advancing and the business man must be carried along with it, or sink under it.

Progress Necessary.

How will the bookseller progress and infuse life into his business? This is the question that confronts him and its correct solution is of vital importance to him. It is a difficult one to solve, as is every question which is worthy of solution. Yet, it is not an impossible one. One way which has been tried in various quarters is the introduction of new departments. This can be done with the utmost advantage in most stores. The fancy goods department can be made to include a limitless variety of goods. Each season brings forth some novelty which should mean an ever-increasing volume of sales. In recent times, we have but to mention the souvenir post cards, the new games, leather goods, etc., to illustrate the possibilities along these lines. The shop might be made fresher and brighter with a well-selected stock of fancy china and glassware. Such departments do not require the investment of much capital, and by their own daintiness they improve the whole store.

Legitimate Expansion.

This matter of expansion is worthy of the greatest consideration. For a long time the introduction of new departments was looked on with disfavor, and booksellers hesitated about introducing them. Now, however, the trend of business has overcome all obstacles and the question that arises is rather how far the dealer will go in this development? This condition does not subsist any more in the bookselling business than in any other. It is just the characteristic of the present time to strike out into new channels and work all lines which even remotely relate to the main business. The condition which gave rise to the big departmental stores subsists in a smaller degree in every locality. Without theorizing on the desirability of the matter, a business man has to accept the condition and make the most of it. In his fight for commercial existence he must seize all the fair weapons which come to his hand, and undoubtedly subsidiary departments and side lines are some of these.

These are some of the methods of invigorating the business. They do not exhaust the list by any means. Original advertising supplies another source of life. But whatever the means, the aim must always be to develop and progress with the advance in general business methods. Activity and life are essentials to good business.

LEADING CANADIAN STORES

MONTREAL SETS THE PACE.

F. E. PHELAN'S store, St. Catherine street, Montreal, is a good illustration of the idea that if the book and stationery store is to prosper it must be alert to the possibilities of expansion. Further than this, a store so modern in detail serves to minimize the inroads of large departmental stores' competition. Modern in every way, with up-to-date methods of merchandising, this store is a revelation of book store possibilities. The present site has been occupied by Mr. Phelan for a period extending over twenty years, but it was only three years ago that renovations were felt to be a necessity, and the capacity was doubled by extending to the rear.



Luxurious and Elegant Store of F. E. Phelan.

Three main lines are carried in stock—books, stationery and fancy goods—and the division is such as to raise each to the dignity of a separate store. Each department is featured and recognized as such. Nine showcases are ranged down the entire right of the store upon entering, and these contain the various complete lines of fancy and leather goods, as well as papeteries and playing cards. Wisely, such knick-knacks as combs, brushes, etc., are in the front cases. Two cases at the rear show a range of hand and wrist bags; the two last cases containing a display of prayer and hymn books. An innovation, which has proved successful and is an eye-opener to the general store, confronts the customer on entering in the form of a showcase with a line of confectionery. The situation is peculiarly apt and cannot be overlooked.

This store thoroughly believes in showing the goods. The shelving at the right in the front contains the lines of office accessories. Immediately back of this is the enormous stock of society and commercial stationery. The school books and supplies find a place in the rear of the stationery, while the shelving at the back is filled with standard sets, which run around the entire end of the store. On the two galleries a reserve stock of stationery and games is kept.

The entire left-hand side of the store is given over to the stock of bound books, with the standard and classic in boxes at the very front. Bound fiction, divided according to praiseworthy methods, extends to the rear. In the centre of the store some seventeen tables are filled with all classes of paper-bound books. Current popular fiction is at the very front, while lines ranging in price from ten to twenty-five cents are scattered over tables at the rear. Display cards are judiciously used in an explanatory manner. Picture post cards have a place, as will be noticed in the illustration, near the centre of the store. They are shown on revolving display racks.

No easy-going principles find a place in this store. The methods of progressive retailing introduced in this business woke up the city some three years ago, and progress is ever the watchword. Business is systematised, and a complete National Cash Register aids materially. This gives a record of every clerk, and gives an absolute insight into the weak points of any salesperson. Each department, too, is registered, and affords Mr. Phelan an opportunity to see just what is being done in the various branches of the business.

PUBLISHERS' COLUMN

"The King's Scapegoat," by Hamilton Drummond; "The Winged Helmet," by Harold Steele MacKaye, and "Beatrice of Venice," by Max Pemberton, are some of Copp, Clark's new books. Cloth, $1.50; the latter two in paper, 75c.

* * *

"The Pioneer," by Geraldine Bonner, promises to have a big run. McLeod & Allen. Cloth, $1.25; paper, 75c.

* * *

A story by Kate Westlake Yeigh, entitled "A Specimen Spinster," will appear late in the Spring. The Copp, Clark & Co. are bringing it out.

* * *

The Copp, Clark Co. announce "Stingaree," by E. W. Horning. This story of a gentleman highwayman has appeared serially in the Strand. Cloth, $1.50; paper, 75c.

* * *

The April lists of George Newnes contain: "The Worldlings," by Leonard Merrick; "The Sowers," by H. Seton Merriman; "For God and the Czar," by J. E. Muddock; "A Deal With the Devil," by Eden Phillpotts, all in a six-penny edition.

* * *

"The Confessions of a Wife," (paper, 25c) by Grace Miller White, and "The Peer and the Woman, (paper, 50c) by E. Philips Oppenheim, are on J. S. Ogilvie's Spring list.

* * *

McLeod & Allen announce new editions of "The Man on the Box," "In the Bishop's Carriage," and "My Lady of the North."

* * *

"The Lodestar," by Sidney R. Kennedy; "Another Hardy Garden Book," by Helena Rutherford Ely, and "Beyond Chance of Change," by Sara Andrew Shafer," are on Morang & Co.'s list.

* * *

"Millions of Mischief," by Headon Hill, author of "The Duke Decides," is promised by McLeod & Allen this month.

* * *

Norman Duncan's new book, "Dr. Grenfell's Parish," is on Revell's list. "The Lure of the Labrador Wild," by Dillon Wallace, and "Dr. Luke of the Labrador," by Norman Duncan, issued by the same publishers, are selling well.

* * *

A descriptive catalogue has been received from the Chadwick Copying Book Co., Springfield, Mass. The Booklet is artistic in itself, and sets forth the goodness of the books it advertises in attractive form.

* * *

In "The Fair Land Tyrol," W. D. McCrackan has produced a work of merit in which history, travel and description are combined. L. C. Page & Co. are the publishers.

* * *

L. C. Page & Co. have published "A Captain of Men," by E. Anson More.

"My Lady Claucarty," by Mary Imlay Taylor, a story of the time of William the Third, and "On the Firing Line," a romance of South America, by Anna Chapin Ray and Hamilton Brock Fuller are among the Spring books of Little, Brown & Co. Cloth $1.50.

* * *

John Lane announces the publication of a new novel by William J. Locke, entitled, "The Morals of Marcus Ordeyne." On the same publisher's list are "A Prince to Order," by Charles Stokes Wayne, and "Widdicombe," by Miss Willcocks.

* * *

John W. Luce & Co. promise epigrams and aphorisms by Oscar Wilde for early publication.

* * *

S. E. Kiser, who has been writing the funny column for The Chicago Record-Herald for some time, has written a story entitled: "Charles, the Chauffeur." The story, which has been running serially in The Sunday Magazine, is now published in book form by F. A. Stokes Co.

* * *

McLeod & Allen are publishing a new story by Burton E. Stevenson, entitled: "The Marathon Mystery." Cloth, $1.25; paper, 75c.

* * *

Morang & Co. have added "Sydney Smith" to the "English Men of Letters" series which have already been published. This life is by George W. E. Russell. 75c. net.

* * *

"The Flower of Destiny," by William Dana Orcutt, is a picturesque and romantic love story which A. C. McClurg & Co. have recently brought out. 8vo., $1.25.

* * *

"A Biographical and Critical Study of Theodore Watts-Dunton," by James Douglas, is announced by John Lane. The reminiscences of Rossetti, Tennyson, Browning, etc., will insure its interest. 8vo., $3.50 net.

* * *

"Beyond Chance of a Change," by Sara Andrew Shafer, has been issued by Morang & Co. The author of "The Day Before Yesterday" is already well known to the reading public. Price, $1.50.

* * *

McLeod & Allen will publish early in Spring "The Great Mogul," by Louis Tracy. This writer is already well-known from his novel, "Wings of the Morning," which appeared some time ago.

* * *

"For the White Christ," a story of the days of Charlemagne, by Robert Ames Bennet, is one of the best selling books on A. C. McClurg & Co.'s Spring lists. Price, $1.50.

* * *

A. S. Barnes & Co. announce for early publication "Serena," a novel by Virginia Fraser Boyle.

* * *

"Return," by Alice MacGowan and Grace MacGowan Cooke, promises to be the strongest of the Copp, Clark Co.'s Spring books. Its advance sales have been exceptionally large.

* * *

"The Black Barque," by T. Jenkins Hains, is one of the best of the books brought out by the Copp, Clark Co. this year. It is proving a good seller.

MONTHLY REPORT FROM BOOK CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
April 5, 1905.

MARCH trade continued quiet in book circles. Many stores aver that the late Easter this year had much to do with slow business. However, the opening of the month sees renewed activity and booksellers in general are hopeful. Spring fiction is rapidly appearing on the shelves and increased interest is a natural result. Good displays of new fiction characterize progressive stores. Prayer and hymn books are in their element for Easter trade, and trade is pushed in these lines in most quarters. Easter cards of every description, and novelties, and various lines of fancy goods appropriate to the season, are incorporated also in many establishments.

* * *

Among the wealth of new fiction, which finds a ready reception, without any price-cutting, Mr. Humphry Ward's "The Marriage of William Ashe" is highly spoken of. "The Garden of Allah" is another new favorite. "The Fugitive Blacksmith," a book characterized as impossible to match in humor, has opened well. "A Mysterious Disappearance" is a tell well recommended, while "The Lure of the Labrador Wild" is an appropriate story which is well heralded.

* * *

Two new war books, "The Downfall of Russia," and "Under the Care of the Japanese War Office," are having some attention. "The Opening of Tibet," with copious illustrations, is a book noticed in one progressive store. "For the White Christ," and "A Harvest of the Sea," are two other recent arrivals. William Drysdale has on his shelves "The Parochial School," by Father Crowley, a book of peculiar interest, owing to the present discussion in Parliament of this problem. "Dead Man's Rooms," in cloth, $1.25, and in paper, 75c., is another of his new books.

* * *

A progressive idea employed by a Montreal store to further the sale of Easter prayer and hymn books, is a placard outside reading: "Easter prayer and hymn books, large selection, choice bindings." An attractive window display verifies the card. An ingenious post-card window had as a background red crepe paper, upon which were fastened strips of heavy paper, with slits therein, in which were inserted the various picture post cards. This cut off the four corners and gave an attractive appearance. From six to twelve cards were shown on the various strips. Both leather and view cards were included.

G.E.F.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
April 6, 1905.

THE exceptionally fine weather of the past month has had a good effect on business. The stagnation which usually sets in for a couple of months after Christmas has given way to a decidedly better condition.

The book trade responds very readily to weather conditions. More than almost anything else, a book has to be seen to be attractive. So the more the people are brought out on the streets and into the stores, the greater is the sale of books. The result this Spring has been that the stores have been kept uniformly busy.

* * *

A noticeable feature of the book trade recently has been the large number of books of travel which have been sold. The tourist travel is the cause of this. The number who have already left, or are about to leave, for a visit to the Mediterranean and Southern Europe much exceeds what it has ever been before. This has aroused an unusual interest in guide books and books descriptive of the people and countries of Europe. This is a department which will undoubtedly develop greatly in the near future.

* * *

A paper edition of "The Duke Decides" is being pushed strongly. "The Marriage of William Ashe" has aroused great interest and is sure of a good sale. "God's Good Man" and "The Man on the Box" have gone into new editions and continue to sell steadily. The public appearance of Ralph Connor before the Canadian Club on April 10 and of Dr. Grenfell on April 17 will create an exceptional demand for "The Prospector" and "The Harvest of the Sea." "The Clansman" and "The Return of Sherlock Holmes" are on the selling list.

* * *

The book counters of the departmental stores would seem to be a menace to the legitimate book dealers. But after all, they do not do much harm. The majority of the people who buy a cheap book at the bargain counter, do so because they can get one for a few cents. Otherwise they would not buy a book at all. It is not in the very cheap books that the real menace lies. It is in the reduction by a few cents from the list price of the better publications. This is always present and is not specially acute now.

F.P.M.

WINNIPEG.

Office of BOOKSELLER AND STATIONER.
406 McIntyre Block, Winnipeg, Man
April 4, 1905

MARCH sales seem to have been quite satisfactory to the local trade. Winnipeg has the reputation of being a good town for the book trade. Departmental store competition has not yet been keenly felt, and it is possible to maintain prices on popular books. While departmental stores in Montreal and Toronto cut prices on "The Prospector" three months ago, the Winnipeg stores were able to get the advertised price.

* * *

Undoubtedly the book of the month has been Mrs. Humphry Ward's latest, "The Marriage of William Ashe." Several hundred copies were ordered by local stores and they have been sold quite readily. "The Clansman" and "The Masquerader," books mentioned last month, are still asked for frequently. Among the newer fiction, "Roland of Altenbury" by Edward Mott Woolley, "The Garden of Eden" by Blanche Willis Howard, "The Mysterious Disappearance" by Gordon Holmes, and "The Millionaire Baby," are meeting with popular favor.

* * *

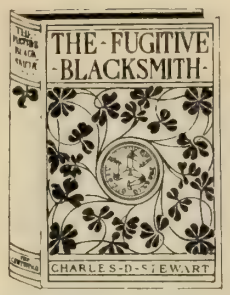
"The Crisis" was in good demand for a week or ten days during March. The dramatization of the book was presented at the "Winnipeg" Theatre. The local stores were well stocked in anticipation of the demand.

* * *

Apart from fiction, the chief interest has been shown in "The Opening of Tibet," by Perceval Lauder, the story of the Younghusband expedition.

F. R. M.

Six Spring Successes



Return. By Alice MacGowan and Grace MacGowan Cooke. A story of the Sea Islands in 1739. Illustrated. Cloth only, ***$1.50.***

The Fugitive Blacksmith. By Charles D. Stewart. Illustrated. Cloth only, ***$1.50.***



The Clansman. By Thos. Dixon, jr. Illustrated. Cloth only, ***$1.50.***

The Black Barque. A tale of a Pirate Slave Ship. By T. Jenkins Hains. Illustrated. Paper, ***75c.*** Cloth, ***$1.50.***



The Winged Helmet. By Harold Steele Mackaye. Illustrated. Paper, ***75c.*** Cloth ***$1.50.***

The Downfall of Russia. Under the surface in the land of riddles. By Hugo Ganz. Cloth only, ***$1.50.***

SELLING WELL

Whosoever Shall Offend. By F. Marion Crawford. Paper, ***75c.***
Hearts in Exile. By John Oxenham. Paper, ***75c.***
The Loves of Miss Anne. By S. R. Crockett. Paper, ***75c.***
Beatrice of Venice. By Max Pemberton. Paper, ***75c.***
Hemming the Adventurer. By Theodore Roberts. Paper, ***75c.*** Cloth, ***$1.50.***
The Sign of Triumph. By Sheppard Stevens. Paper, ***75c.*** Cloth, ***$1.50.***

The Copp, Clark Company, Limited

Publishers - TORONTO

BOOKS OF THE MONTH

Geraldine Bonner: "The Pioneer." Indianapolis: The Bobbs-Merrill Co.; Toronto: McLeod & Allen.

This is a vigorous tale of the golden era of California, when men were millionaires and penniless with startling rapidity. The story has for its setting two mining settlements and San Francisco, when life was being lived at a terrific pace. The devotion of an old colonel to the two daughters of a woman to whom he in his youth had been engaged, but who had deserted him, casts a delightful spell of chivalry over the whole story. The plot is developed through a net-work of intrigues, and sustains the interest of the reader to the end.

Arthur Henry: "The Unwritten Law." New York: A. S. Barnes Co.

This book holds a mirror up to nature with perfect fearlessness. The weaknesses and foibles of present-day life are shown dramatically and intensely. Ambition, love and passion are interwoven into a story which ridicules the false and sympathizes with the true. It is a daring work and an absorbing story. It will be one of the books which will be talked about during the next season.

Alice MacGowan and Grace MacGowan Cooke: "Return." Toronto: The Copp, Clark Co. Price, $1.50.

This is a love story of the eighteenth century. The stirring days of Carolina and Virginia leave boundless scope for romance and chivalry. Scenes of the beauty and society of the southern towns are in sharp contrast with the daring life on the frontiers. The story is an admirable sketch of this most interesting period. It



Ralph Connor.
A new photograph, published now for the first time. By courtesy of The Westminster Co.

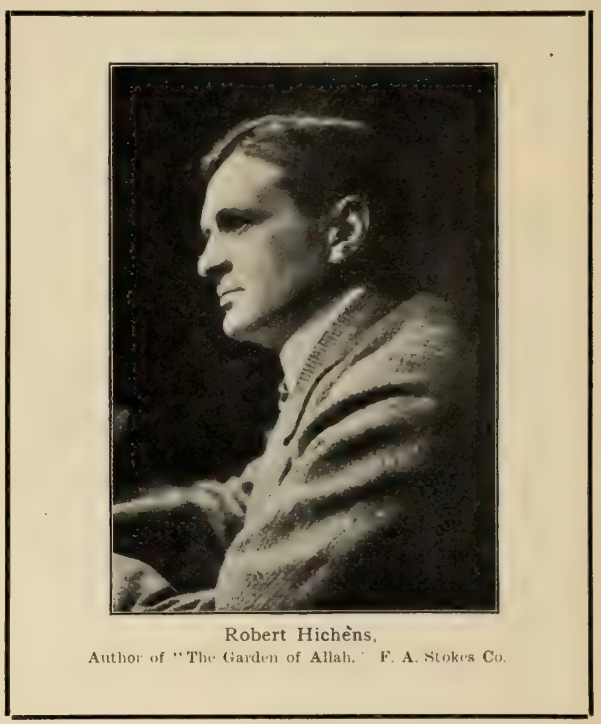
combines fineness of characterization with strength of plot.

William Le Queux: "Sins of the City." London: George Bell & Sons. Price, 2s 6d.

This is one of the Indian and Colonial library books, and needs no introduction to our readers. The author has already produced a number of stories of city life, and the present book is fully up to the standard of his former novels.

Casher, Rev. C. J.: "Forgotten Heroes." Second edition. London: Charles J. Thynne. Cloth, 1s net.

An excellent piece of work has been accomplished by the author of this book in perpetuating the brave deeds of men long since dead, whose lives are almost, if not



Robert Hichens,
Author of "The Garden of Allah." F. A. Stokes Co.

quite, forgotten to-day. The heroes are early reformers, and include Curioni and Palearo in Italy, several Spanish martyrs, the Waldensians; while a chapter deals with the reformed church in France during the eighteenth century.

T. Jenkins Hains: "The Black Barque." Toronto: The Copp, Clark Co. Cloth, $1.50; paper, 75c.

A good sea story is as acceptable as it is unusual. In the present work an exciting story of piracy and slavery is realistically told. The descriptions show that the writer has a perfect knowledge of the sea. The stirring life of the sailor in the time when every day brought on a fight for existence is strongly portrayed.

Valentine, Edward U.: "Hecla Sandwith." Indianapolis: The Bobbs-Merrill Co. Cloth, $1.50

The Pennsylvania of fifty years ago, with its gradually developing iron industry, is the setting in which Hecla, daughter of the old Quaker ironmaster, Joshua Sandwith, meets the destiny of her life. The times are admirably portrayed, and the glimpse afforded of the Quakers is instructive. The story of Hecla's life is well worked out. All the elements of the book contribute to make it a strong piece of fiction.

Butler, Rev. D.: "Eternal Elements in the Christian Faith." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 2s 6d.

The Christian faith is here treated in a spirit at once rational and comprehensive, without narrow sectarianism or controversy. The writer shows that in the Christian faith there is the culmination of all that is best in all religions. The book is well printed, and should be on every theologian's shelf.

"In this Sign is My Hope"

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No. 1 (8 x 12), mounted..... **$3.60**
No. 2 (15 x 20), mounted... **$8.40**
No. 3 (18 x 25), mounted....**$12.00**
No 4 (20 x 28), mounted, **$18.00** per gross. No. 5 (22 x 36), mounted, **$2.40** per dozen

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No. 0, mounted	**$3.00**
No. 1, mounted	**$4.80**
No. 2, mounted	**$9.60**

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Sandy

By Alice Hegan Rice, author of "Mrs. Wiggs of the Cabbage Patch." Cloth, illustrated, $1.00.

A Welsh Singer

By Allan Raine. Cloth, $1.25; paper, 75c.

The Rebel Wooing

By J. A. Steuart, author of "The Minister of State." Cloth, $1.25; paper, 75c.

The Garden of Allah

By Robert Hichens. Cloth, $1.25.

The Gate of the Desert

By John Oxenham, author of "Hearts in Exile." Cloth, $1.25.

The Castle of the Shadows

By Mrs. Williamson, author of "The Lightning Conductor." Cloth, $1.25.

His Island Princess

By Clark Russell. Cloth, $1.25.

The Chariots of the Lord

By Joseph Hocking. Cloth, $1.25; paper, 75c.

Woodmyth and Fable

By Ernest Thompson-Seton. $1.25 net.

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Publisher

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51-53 Wellington Street W., **TORONTO**

Harold Steele MacKaye: "The Winged Helmet." Toronto: The Copp, Clark Co. Cloth, $1.50; paper, 75 cents.

The author has gone back to the time of Francis I. for this romance. The early part of the 16th century provides a new and attractive field for the story-writer. In the present work the situation, environments, and characters are new. The subject is treated with the freshness and lightness of touch which characterizes the author.



"Return." The Copp, Clark Co.

Oakley, E. S.: "Holy Himalaya." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, illustrated, 5s net.

Though not distinctly a work on Christian missions, nothing more convincing has ever been written to show that the real need of India is Christianity. The writer confines himself to two of the mountain provinces. Their scenery, natural products, races, history, traditions and religions are treated most exhaustively. The region described is one of great sanctity and resort, and the writer, by long residence, is well fitted to transcribe its history.

"The Marriage of William Ashe." Mrs. Humphry Ward. Toronto: Wm. Briggs.

This is the most talked of book of the past month. A new story by this popular author is sure of an eager reception by a large band of admirers. In the present book, the writer has produced a story of great strength and interest. It is a problem play, the plot of which is laid in the England of the present day. The difficult subject is treated with rare skill and fineness of touch. The character sketching is done with a masterly hand. The large advance sales of the book were amply justified by its instant popularity.

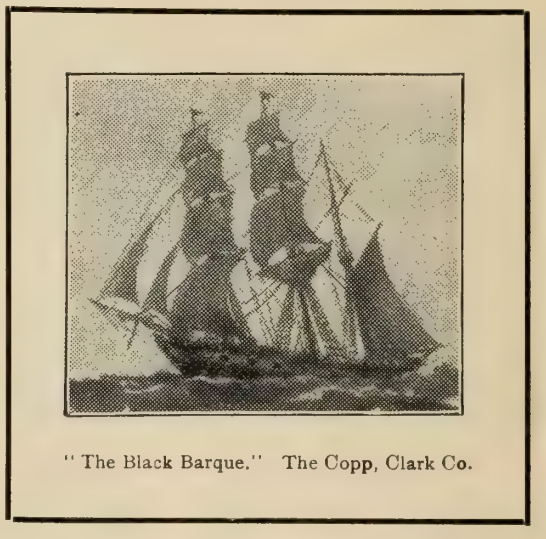
The selected poems of Michael Drayton are published by George Newnes in an attractive form. This little volume forms one of a series of pocket classics which should take the fancy of every literary person. The poems show all the freshness of the age in which the poet lived, the Elizabethan era. Price, 2s 6d.

In Bell's "Miniature Series of Great Writers" has appeared a brochure on Browning, by Sir Frank T. Marzials. Small as it is, the book contains much that is of interest about the life and work of the great poet. London: George Bell & Sons. Price, 1s.

Quiller-Couch: "Shinning Ferry." This story shows an unusual strength in the delineation of character. The plot itself is not complex, but it allows of the development of a story of fascinating interest. The scene is laid in the spot which has become familiar to the reader of Mr. Quiller-Couch, as "Troy Town." The character of Samuel is drawn with a masterly hand, and the rest of the book is treated in a crisp and charming style.

Mr. G. B. Burgin, the author of "The Marble City," is as well known as a journalist as he is as a novelist. An Englishman by birth, he is a British North American by adoption, and has made the little village of "Four Corners" peculiarly his own. His plan is to take a holiday in the backwoods settlements of Ontario and "chum up" with people who earnestly entreat him to turn from his idle ways and "do a little work 'stead of foolin' round." "You seem, young man," once said an Ontario storekeeper to Mr. Burgin, "to ha' got brains—of a sort. Come into my store and earn an honest livin' and I'll give you a hundred dollars a year and your board, and try to make suthin' out of you." Mr. Burgin's intense love for everything Canadian gives a reality to his work which is not often found in stories of colonial life.

Of "Duncan Polite," which will be issued by the Westminster Co. in May, Prof. Archibald MacMechan, professor of English in Dalhousie University, Halifax, writes: "I want you to congratulate for me the author of 'Duncan Polite.' The people of the book are our own people; whom we all know; the life has been observed with a true eye, and what has been observed has been faithfully recorded. The charming love story which is woven into the plot is told with discernment and delicacy, but to many readers the great charm of the book will be its varied, spontaneous and wholehearted humor. This is as refreshing as a breeze from the Canadian lakes."



"The Black Barque." The Copp, Clark Co.

WEDDING STATIONERY

WITH the approach of Easter the demand for wedding stationery will become more active, but it is expected that very little change in styles will be made. Old English, Roman and script will doubtless retain their popularity, and stationers cannot go wrong in recommending either of these styles. The shape and finish of the stationery used will remain much the same as during the past two or three seasons, linen lawn, kid finish and similar stocks being popular, the styles varying from $4\frac{3}{4}$x6 7-16 to $6\frac{1}{8}$x$7\frac{1}{4}$ inches for sheets, and $3\frac{3}{8}$x4 15-16 to $3\frac{1}{2}$x$6\frac{3}{4}$ inches for envelopes. Reception and at-home cards are furnished to match the stationery.

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THE
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Vol. XIV APRIL, 1905 No. 4

NEW ADVERTISEMENTS.

Librairie Beauchemin, Montreal
Merriam, G. & C., Co., Springfield, Mass.

PUNCTUALITY IN APPOINTMENTS.

THERE is much complaint among traveling salesmen about the failure of merchants to keep their appointments promptly. This is a charge which should only have to be mentioned to be rectified. A little consideration will show the inconveniences and pecuniary losses which such irregularities cause. A traveler is at great trouble in opening and displaying his samples. In most cases he has a large territory to cover, and it is only by the greatest economy of time that he can hope to cover the ground in the time at his disposal. If, then, when he goes to a town and arranges with a merchant to visit his sample room at a given hour he is compelled to wait for him an hour or two hours or more, his work is made needlessly more difficult. A business man knows the value of time. If he were just to think for a moment that this meant an absolute loss to the traveler and that the same thing may happen two or three times in every town which he visits, the trouble would not often occur.

After all, the matter resolves itself into a question of courtesy. A business appointment does not differ from any other engagement. The really considerate man will not thoughtlessly put another to the trouble and inconvenience which the breaking of an appointment necessarily entails. In all transactions with commercial men, it should be remembered that the relationship of buyer and seller is one of mutual advantage. On this assumption the merchant should extend to the traveler the same courtesy which he expects and gets from him.

* * *

Characters are not built up by besmirching the reputation of competitors.

* * *

THE GAUGE OF SUCCESS

ARE you making the maximum profit out of your business? This is the question the business man should keep constantly before him. There are many conditions over which a merchant has no control. The population of his town may be limited, his capital may be small, and he may not be able to expand in ways in which he would desire. These are unfortunate but probably necessary difficulties. They have no bearing on the present question. Assuming the existing general conditions, are you doing the biggest and most profitable business possible?

There are many details which bulk largely in the success or failure of a business. The majority of these lie easily within the power of the average man for their accomplishment. A few instances will illustrate this. In some towns the store exteriors are uniformly dingy and ill-kept. There is no reason for this. A man is not doing full justice to his business who does not make his store as attractive as possible. It is of paramount importance in getting new business and even in retaining the old.

Similarly the show windows are not used to the best advantage. Everyone is not an expert window dresser, but there can be no excuse for not having an up-to-date window with attractive display. It is just a matter of getting out of the rut and hustling for business, and it is better to hustle for it now than after someone else has come in and compelled you to move. There should be always something new on exhibition to tempt the buyer.

The interior of the store should be run on similar principles. Only so will the business reach its highest mark. A merchant cannot afford to wait for customers to come to him. He must go after them. Vigor and enterprise are as essential in business as they are in everything else.

* * *

A business that is in a rut is like a vessel that is in the trough of a sea.

* * *

UP-TO-DATE CREDIT

CHARGE accounts are variously regarded as the bane or the blessing of retail trade. While they accord a profitable use of capital, they are inconvenient to the small dealer who needs every dollar. However, the progressive retail store when it gives credit is, nowadays, practically on a cash basis. The charge customer is on little better footing than the cash customer. Charge accounts, payable monthly, are the same as cash, and

afford an opportunity for generous purchases. Credit today is chiefly a matter of mutual convenience.

It is a good thing for the store as it is apt to throw trade into one establishment, and avoids the delay in purchasing as well as the sending out of goods C.O.D. It is a fact that more than one store which started out to do a cash business has found it necessary to adopt this form of credit.

This does not mean a return to the old-fashioned style of allowing a customer to pay when he so pleases. In the country store conditions are somewhat different. A storekeeper has to carry his customers from season to season, and the collections are dependent upon the moving of crops.

* * *

Politicians in Canada are just now busily engaged in the business of politics. It would be better for the country were they engaged in the politics of business.

* * *

BUYING FOR AUTUMN.

THE travelers for the stationery houses are now well under way with their Fall lines. The freedom with which the retail dealers in the country are buying shows great confidence in the outlook for the next year. This hopefulness is full of promise. In most cases it is the result of personal observation of existing conditions for several seasons back. Men who have been in business in one town for a considerable time can size up the possibilities pretty shrewdly. Accordingly, when business men throughout the country feel that business is going to be active, and the volume of sales large, it can be fairly assumed that they have good grounds for their belief.

Apart from these conditions it is a fine thing for business to have such a feeiing prevalent among the retailers. Whether it is present among the general public at first or not, the spirit of the retail trade will soon become universal. The additional variety and attractiveness of his stock, which shall result from the retailer's liberal buying, will compel the attention of his customors. All indications point to a prosperous season for the country at large, and the booksellers and stationers are preparing to get their share of the general prosperity.

* * *

Don't steal time You can't repay it even should you at any time be conscience-stricken

* * *

NOVELTIES FOR SUMMER.

UNDER proper care, a large business can be developed in souvenirs and novelties. This is the particular province of the stationery shop. The army of Summer visitors, which will soon be on the move, provides a ready market for this class of goods. The increasing popularity of picture post cards and view books is but an example of what can be done along this line.

A tourist is always anxious to carry away some token from a town which he visits. It adds greatly to the pleasure of a trip to collect souvenirs of the holiday. It is no forced or artificial demand which the stationer has to meet. It is a want which has naturally arisen and which will bear the utmost development.

The stationer cannot afford to close his eyes to the importance of this department of his business. It is attractive stock and allows of big profits. Never before has there been such a variety of novelties on the market and a good selection of these should prove a strong impetus to business.

* * *

Dishonesty is economically unsound as well as morally bad

* * *

NEWSPAPERS.

THE newspaper business is not developed in most stores to the extent it might be. Most dealers are content to accept what subscriptions come in, in a haphazard way, for city papers, without exerting themselves to create new subscribers. This is not a very big part of the business, yet it is one of the numerous small things which bulk largely in the total. It is worth while making an effort to get new business. There is no habit which is as incurable as newspaper reading, and the chances are strong that if a man once subscribes, he will never discontinue his paper.

A newsdealer will have the active co-operation of the big papers in this. They are always ready to second any movement which is going to increase their circulation. A combined campaign on the part of the newsdealer and publisher should increase this business to a very appreciable extent. The suggestion is well worth a trial. If it accomplishes nothing else, it will prove to the citizens that the dealer is alive and energetic in his business methods.

* * *

A broad outlook is essential to the up-building of a large business

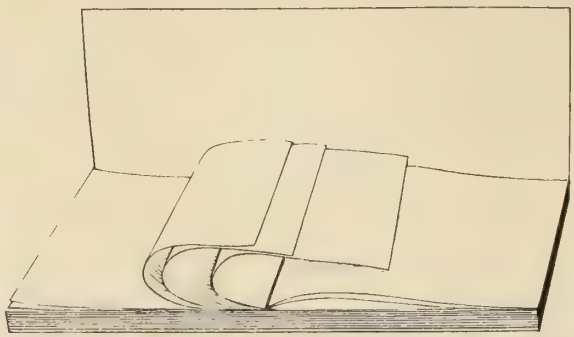
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BE OPTIMISTIC

DO not admit that any town is better than your own. There is too much complaining about the deadness of the town, the unprogressiveness of its citizens, and the perversity of everything and everybody. This kind of talk will never make your business any brighter. Remember that whatever be the faults and failings of your particular bailiwick, that is the place in which you have cast your lot, and that your success depends primarily on the town's success Be optimistic.

If there is any royal road to success, it lies in that. Convince yourself, first, that you are doing business in a community of intelligent people, who are able and ready to buy your goods, if you can show them that they are right in quality and price. Then get out and show them. That is what an advertisement is for—that is what your show windows are for. You will be surprised how infectious such a spirit of enterprise is. It will spread from you to your next door neighbor, from him to the rest of the street, and from that street to the rest of the town. That is what you want. Life and spirit in the town means business and profits for you. Be optimistic.

IT PLEASES



The most serviceable Pad extant—the fly-leaf pad **FINE LINEN LAWN.** It values time; it preserves patience; it studies economy. You just fold the unbound portion of the sheet and go on writing as if it were notepaper. No trouble. No unnecessary tearing. Best linen-finish paper. Price per hundred, in white, grey or blue colors, $15.00.

THE COPP, CLARK CO., Limited

W. G. MacFARLANE

72 Bay Street, - - TORONTO

SOUVENIR POST CARDS
AND
SOUVENIR VIEW BOOKS

Souvenir post cards in half tones $5.50 to $7.00 per thousand of a subject.
In collotype, $5.50 to $7.50 per thousand of a subject.
Hand-colored collotype $12.00 per thousand of a subject.
Naturotype (colored) 2,000 of a subject at $7.50; 3,000 of a subject at $6.25.
Half-tone embossed $9.00 per thousand of a subject.
Silver print imitation $7.50 per thousand of a subject.
Fancy and comic post cards, sample lots $1.70 per hundred. Quantity orders at 7c. to 10c. per packet of six cards, according to quality and quantity. Send for catalogues.
Burnt leather postcards. A big demand for these, $5.00 to $6.00 per hundred.
Write for prices on post card racks and post card albums. We will have albums to sell at 25c. up. Post card racks at $6.50 and $13.00.

If you want good pencils, buy the **KOH-I-NOOR** and **MEPHISTO** pencils; they give the best of satisfaction and save your time.

FOR SALE BY

Clark Bros. & Co.,
LIMITED

WHOLESALE STATIONERS,

Winnipeg - - - - - Manitoba

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P. O. Box 334, OTTAWA, ONT.

PERRY PENS
ONE TON of PENS MADE DAILY

Red **PERRY BANDS** Aromatic
PERRY STATIONERS' SUNDRIES.

Perry & Co., Ltd., London, have pleasure in stating that Messrs. MENZIES & Co., of Toronto, represent their interests in Canada, and they will be pleased to furnish samples of above specialities on receipt of postcard.

Mr. T. E. Menzies will shortly visit all interested in these goods, with full range of samples.

Silence is Golden

Especially when you wish to write quietly. Secure restful quiet by using **GOLDEN SILENT SMOOTH**-writing

Koh-I-Noor Pencils

Mephisto Copying Pencils 73B and 77 are conceded to have the largest sale of any copying pencils now on the market, and they cost no more than inferior makes.

Other well-known high-grade lines are Koh-I-Noor Tracing Cloth; "H" Pliable Rubber, Grey and Pink.

The Brown Bros., Limited, Toronto
Direct Canadian Importers



* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticise advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," BOOKSELLER AND STATIONER, Toronto.

HOW WHYTE INCREASED HIS BUSINESS

By John C. Kirkwood.

YOUNG WHYTE believed in having a first-class store—that meant a first-class stock. He sold books, stationery, sporting and fancy goods. He displayed these to the best advantage, was thoroughly attentive to his customers, and was always on the alert for new things that would sell in his town. People said of him: "Whyte is a hustler!"

But Whyte had ambitions. He was not content with his prosperity. He dreamed bigger things. To be just an ordinary, everyday bookseller and stationer, even though he was doing nicely, was not enough for him. For one thing, he wanted to do a bigger business in a bigger way. For another, he was young, and youth, we all know, acknowledges no lord, no limitations, no impossible mountains. This thing of waiting for people to come to him fretted him. He wanted to compel business. He argued that people had the money to spend, were spending it, were willing to spend. All that was wanted was the right temptation. So his great concern was how to divert the expenditures of the public in his direction.

There was his book trade, for example. It was an indifferent source of revenue; the turnover was comparatively small, and while the reading habit of his community was pronounced, yet people didn't buy much—they depended upon the newspapers, magazines and the public library for their literature. All this didn't make much money for Whyte. He believed that people ought to have books, to own books, and that he ought to sell them. How could he develop a book trade that would be steady and profitable? This was a question that could not be answered off-hand; but one thing Whyte did: he wrote to several publishers and jobbers and said: "I want to put on sale in May a line of miscellaneous books, which I can retail at 25c. What can you furnish for this purpose?" The result was that Whyte was able to offer on a given date about 500 books of all sorts—juvenile, religious, art, fiction, poetry. These books sold originally for from 50c to $1.50 retail, and were first-class value at his advertised price—25c. They were displayed in his window for a week, from Monday to Friday, with a big card, stating:

He also advertised the sale in the local paper, giving a few titles, and emphasizing the unusual chance afforded to add to one's library, or to provide good Summer reading. He suggested, too, that among the books were many suitable for birthday gifts, and hinted that it might be a good thing for some to anticipate the needs of next Christmas.

The sale was successful. His 500 books had cost him 12½c. each, or $62.50. He had sold by noon 312 books, which at 25c amounted to $78. Thus he had not only recovered his outlay of $62.50, but had made a profit by 12 o'clock of $15.50, and had 188 books to the good. By night there were only 73 books left, so that his day's book sale figured out after this manner.

Sold:	
427 books at 25c	$106.75
Bought:	
500 books at 12½c	62.50
75 books on hand. Profit	44.25

In June another sale was held, and the 73 odd books were mixed in with the fresh lot. The sale was not so

ON SALE

SATURDAY

AT 8 O'CLOCK

AT

25c

Come early.

brisk as the former one, but was very profitable notwithstanding. Then a week later all the unsold books were offered at 10c. per volume, and were grabbed up in short order.

Of course, Whyte's ordinary book trade suffered because of these bargain sales, but when everything was added up the sales in the book department of his business had been handsomely increased, and the profits highly satisfactory.

Whyte learned who were the book-buyers of his community through these sales, and made a note of their names and addresses for future use. It surprised him to find out the host of people ready to buy bargain books. He determined to make good use of his new-found knowledge for future book-selling, and the subsequent history of his book trade goes to show that he succeeded beyond his hopes.

NOTES OF THE TRADE.

A. W. Faber removed on April 1 to 44-60 East 23rd street, New York.

Mr. N. Metzler of Young Bros., Toronto, visited the Montreal trade the first week of the month.

Wm. Foster Brown, bookseller and stationer, Montreal, held a successful removal sale prior to occupying his new quarters.

Joseph Fortier, stationer, St. James street, Montreal, is now in improved premises, corner of Notre Dame and St. Peter street.

Menzies & Co., manufacturers' agents, lately of Wellington street, are now located in their new offices and sample rooms at 23 Scott street, Toronto.

Mrs. Bigelow, of the Bennet News Co., White Horse, Yukon, was a recent visitor to some of the wholesale stationery and publishing houses in Toronto.

W. Street, bookseller, Montreal, will remove May 1st from No. 3 to No. 13 Bleury street. As in the past, Mr. Street will make a specialty of late fiction in his enlarged new premises.

On Monday, April 10th, the Buntin, Reid Co. moved to their new premises at 13 Colborne street, Toronto. The company expect to be completely settled in their new place by the end of the week.

E. J. Kastner has been appointed secretary of the L. E. Waterman Co., of Canada, Limited. Mr. Kastner has for a long time been connected with the L. E. Waterman Co., and has a thorough practical knowledge of the fountain pen business. He will probably reside in Montreal.

C. Howard Smith, sales agent for a number of paper mills, was damaged in the severe Montreal fire on Cote street last month. He held a sale by tender of the damaged stock, and will shortly be in new premises. Office accommodation is now at room 107 Coristine Building, Montreal.

Last month W. Warner, who has been in the book and stationery business in Brandon for the past fifteen years, relinquished his business to a company known as Warner's, Limited, which is composed of several of the leading business men of Brandon. Mr. W. Warner will retire and probably take a trip to Europe this Summer.

Mr. David Hills, of Hills & Son, manufacturers of the famous "For the Empire" series of cards and calendars, was a recent visitor to Toronto. Mr. Hills is quite enthusiastic about the business that is being done here by his firm, who are represented by the Copp, Clark Co. Mr. Hills expressed his opinion that the private greeting card trade has not developed in Canada to the extent that it should have done, and believes that this is due partly to the lack of interest shown by the retail trade. In England it is now nearly impossible to sell any other class of cards.

The Eagle Pencil Co. are putting on the market a fountain pen which will doubtless prove one of the best pens made. The feature of the pen is that it is filled automatically, and has a "screw on" cap which keeps the pen airtight and prevents corroding, thus making it possible to write immediately the pen touches the paper. To empty the pen a button is pulled, a tongue fastened to the inside of the barrel is pressed on a rubber bag, letting out the air, etc. To fill the pen, all that is necessary is to hold the pen in an inkstand and press the button.

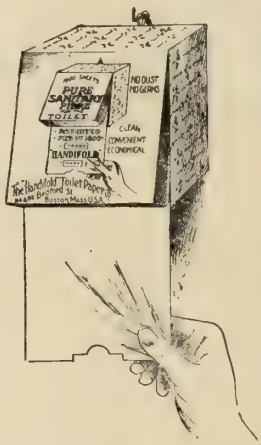
The well-known and old-established fancy goods business of F. & E. W. Kelk, 75 York street, Toronto, has been taken over by Messrs. J. & J. A. Sutcliffe, and will in future be known as the Kelk, Sutcliffe Co. The business will be carried on along the lines which have brought so much success to the house in the past. Many new lines, however, will be added. Mr. Kelk is still actively engaged in the management of the business, and his experience, coupled with the infusion of new blood, will doubtless result in a full measure of success for the newly-formed company.

CHRISTMAS CARDS AND CALENDARS

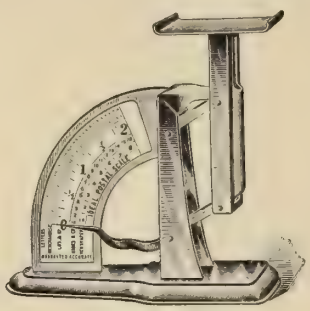
THE new samples of cards and calendars imported by the Copp, Clark Co. are to hand, and it can be truthfully stated that never before has such a fine collection been gathered together by this firm. Realizing that it would be difficult to surpass the brilliant assortment shown last season, the company started to work early and co-operated with the various manufacturers, with the idea of designing a line of goods that would not only compare favorably with lines shown in other countries, but would be specially suited for the Canadian market.

Some of the cards worthy of special note are: No. 461, a card with the Dominion coat of arms outside and a Canadian view inside, together with an appropriate verse. No. 463, a beaver surrounded by Autumn maple leaves on cover, and Canadian view and verse inside. 460, a maple leaf on shaded background for cover and a view and verse inside. 467, a card of special interest to the western trade; it shows John Bull and Uncle Sam driving through the wheat fields; there is also a card in this line showing Jack Canuck with a party made up of all nations. Jacks acts as conductor while they sing "The Maple Leaf Forever." No. 365 is a card with the coat of arms of the various provinces. No. 603 shows Niagara Falls in Summer and Winter, beautifully tinted and with verses. No. 12221 shows Canadian mountain views and scenery, with verses. No. 1260 is a souvenir booklet of views of Niagara Falls in Summer and Winter.

THE "HANDIFOLD" TOILET



A NEW line of toilet paper called the "Handifold" is being shown the trade by Buntin, Gillies & Co., Limited, Hamilton. The paper is put up in a cardboard box, and is so arranged that when hung on the wall it is a complete toilet fixture and package of paper combined. The paper is of the best quality and perforated in such a way that when one sheet is torn off, another is left exposed. The package, complete, retails for 15c, and every stationer should have a stock.



A "Weigh" Ahead of All

The principles embodied in the Triner Scales are correct Postal Scale mechanics. The simplicity of construction, the extended dial, the upward moving indicator, the double uprights supporting the weighing platform, all contribute a part necessary for absolute accuracy of weight. The great popularity of Triner Scales, their enormous sale, their daily use with no complaints from the users, substantiate all our claims for them.

Order of Your Jobber

TRINER SCALE & MFG. CO.

1255-57-59 West 2 st Street,
CHICAGO, ILLINOIS

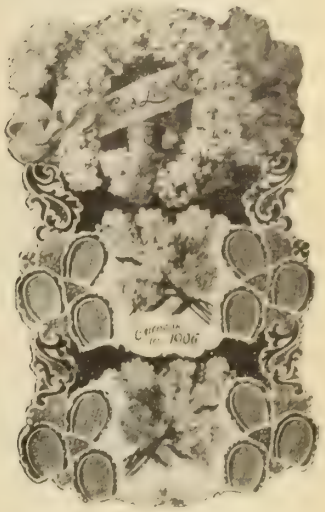
DAVIDSON BROS'.

CALENDARS

FOR

1906





10 lines to retail at 5 cents.

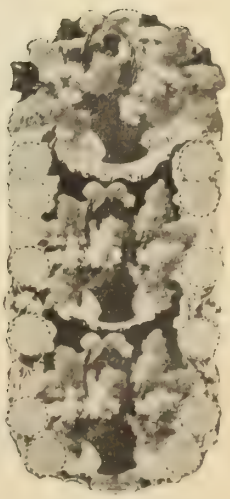


M. H. DAVIDSON.

8 lines to retail at 10 cents.







DAVIDSON BROS., Basterfield St., Golden Lane, - LONDON, ENG.

SOLE AGENTS FOR THE DOMINION: THE COPP, CLARK CO., Limited, TORONTO.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East, - - Toronto, Canada.

This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.
For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, K.C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MABEE
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel. Main 3813. - - - - - Toronto, Ont.

IRWIN & JONES, Barristers, etc.
H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, B.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co.
24 King St. W., Toronto. Weston, Ont.

W. G. WILSON
Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

MEWBURN & AMBROSE
Barristers, Solicitors, etc.
S. C. MEWBURN, E. H. AMBROSE,
Hamilton, Ont.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

St. Margaret's College, Toronto

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director.
MRS. GEORGE DICKSON, Lady Principal.

METROPOLITAN

Telegraphy, Shorthand, Commercial, Civil Service, Banking Courses, the Best in Canada. We guarantee to place every competent Student. Ask for a list of our Students placed during the last three months. One or all courses same price. No Restrictions.

METROPOLITAN BUSINESS COLLEGE.
R. A. FARQUHARSON, B.A., Principal,
44 Bank St., Ottawa, Can.



THE UNDERWOOD

The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO
and at
99 ST. FRANCIS XAVIER STREET, MONTREAL

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

MAGAZINE COUNTER

"Arena"—April: A notable article, "Law-Makers Who Shame the Republic," "Switzerland and Her Ideal Government," and a number of papers on phases of municipal ownership are some of the features.

"The Canadian"—Easter: "The Petit Trianon," by Albert R. Carmen; "Canada and Imperial Defence," "Bridge versus Fresh Air," "Our First Mounted Parade," besides reproductions of great paintings. The regular departments are strong.

"Century"—April: "The Work of the Associated Press," "The Famous French Chateaus," "President Roosevelt as a Reader," "Africa's Appeal to Christendom," "Mrs. Lathrop's Love Affair," "The Immediate Future of the American College" and others.

"Critic"—April: Among the many literary features are "The Early Novels of George Meredith," "Literary Women and the Higher Education," "Books of To-day and Books of To-morrow," besides reviews and poems.

"The Forum"—April-June will contain "The Government of the Great City," "A New Edition of Defoe," "The Czar," "The Growth of Federation," "The Revival of Old Masters in Music," etc.

"McClure's"—April: Contains "The Astor Fortune," "A Social Event," "Leaves from the Log of 'Lend-a-Hand,'" "The Faithful Brady," and a number of poems.

"The Outlook"—April Magazine Number: James Bryce on "America Revisited," "The Story of Port Arthur," "Photography and Astronomy," besides the regular departments.

"Pearson's"—April: Contains in fiction "When there is no Shadow," "The Love of the Stable Boy," "The Burden of the Many," an article on "How a Big Newspaper is Conducted," etc.

"Political Science Quarterly"—March: Contains "Our Monetary Equilibrium," "Monopolistic Combinations in Europe," "The Scottish Church Case," "Russia's Struggle with Autocracy," and reviews.

"Review of Reviews"—April: Among others are "The Politics of Austria-Hungary," "Bird Hunting with the Camera," "The University of Virginia: Retrospective and Prospective," and the regular reviews and cartoons.

"Success"—April: Contains "Across Europe in a Balloon," "A Mouse for a Monarch," "A Kingly Fisherman," "Originality," "Another Good Australian Suggestion," "How 'Standard Oil' Really Began," etc.

"The World To-day"—April: "Unionizing the School Teachers," "The Northwest Mail," "Off the Tourist Route," "Christian Science from a Psychologist's Point of View," with the regular departments.

"Lippincott's"—April: Contains "The Man Who Adopted Asia," "A Prairie Night," "April in Paris," "Sylvia's Bridegrooms," "A Dreamer," "My Psyche," etc.

"The Red Book"—April: Among the fiction are "The Woof of Success," "Identification Waived," "In Honor of Mr. Gibbs." "The Salvage of Honor," etc.

The TOPAZ PENCIL

As good as any at any price.
Better than any at the same price.

HB - H - HH - HHH - B

—AND—

Indelible Copying.

WRITE FOR SAMPLES TO

Warwick Bros. & Rutter, Limited

Wholesale Stationers, TORONTO.

HOTEL DIRECTORY.

NEIL McCARNEY, PROP. W. C. McCARNEY, MANAGER

THE PROVINCIAL

LEADING COMMERCIAL HOTEL. GANANOQUE, ONT
Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND

O. F. BAKER, PROP. GALT, ONT
First-class accommodation for Commercial Men.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city, within one minute from Post and Telegraph Offices, Tram Junction, and principal clubs. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMAHA STREETS, GEORGETOWN, DEMARARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress: E. COTTAM.

WINTER RESORT, QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co., 29 Broadway, New York.

STANDARD TELEPHONE SETS

FOR SALE

$5.00 per set. Slightly used but in good order

Apply to

SALES DEPARTMENT:

178 Mountain St., - Montreal, Que.

OR

To any local manager of the Bell Telephone Company of Canada.

FINANCE AND INSURANCE

THE past year was unprofitable for fire insurance companies doing business in Canada. Practically all of them showed an absolute loss for the year's work, and in many cases the loss was double the total amount received on premiums. One of the most conservative companies in accepting risks, paid out in fire losses $227.42 for every hundred dollars received. The number whose losses ran from 110 per cent. to 140 per cent. of their receipts from premiums, comprises practically all the companies doing a big business here. The figures are given, too, without including the running expenses of the companies, which would average thirty per cent. of the premiums. In this reckoning, account has to be taken of the extraordinary fire losses in Toronto last year. But we have the statement of a general agent of one of the big companies in Montreal, that the losses in Montreal average up with those for the rest of Canada.

* * *

If these conditions continue it will be a bad outlook for men who carry heavy insurance. The withdrawal of the foreign companies from Canada would be a rather drastic means of supporting home industry. It would simply mean that these companies could not do a profitable business here at anything like the rates they now charge. If they cannot, it is certain that local companies can not either. The result would be an inevitable raising of rates.

Much depends on the report which the present year will show. If 1905 presents as disastrous a record as 1904, a stiffening of rates will be inevitable. Insurance companies cannot and will not dissipate their profits from other countries in paying deficits here.

* * *

There are only two logical outcomes of such a state of affairs. There is either an increase in rates or improving of risks. There can be no doubt as to which horn of the dilemma should be seized. Definite steps must be taken to lessen the risks. In up-to-date factories automatic sprinklers are now being installed. The more general these become the quicker will the rates come down. The cost of these will soon be made up by the difference in the premiums that will follow their general adoption.

* * *

The Manufacturers' Association is doing a good work in establishing a department of insurance, with an expert at its head. What is required more than anything else at the present time is a systematic investigation of the conditions obtaining in the insurance world. Undoubtedly risks can be improved if a united effort is made. The Manufacturers' Association is in a peculiarly strong position to carry on a general campaign in this direction.

* * *

Messrs. Cowdry Bros., MacLeod, Alta., have sold their private banking business to the Canadian Bank of Commerce, who are to open a branch at MacLeod immediately. The bank will also open at Lethbridge, Alta., on 27th instant.

A bill to incorporate the Sovereign Fire Insurance Company was passed by the Dominion Parliament recently. The incorporators are: William Dineen, Robert E. Menzie, John T. Hornibrook, Edmund E. Sheppard and Josiah B. King, Toronto. The capital stock is placed at $2,000,000. Before the company commence business, $650,000 must be paid up in cash, and each succeeding year for three years, $15,000 in cash. The head office will be in Toronto.

* * *

The contractors for the new Government mint at Ottawa have commenced operations. Excavations will be begun as soon as the weather permits. The building will be a handsome and substantial structure and will be in keeping with the rest of the public buildings in the capital. Langdon & Sullivan are the contractors.

* * *

INDEPENDENT telephone companies continue to extend their sphere of influence. The growth of these is being watched with the closest attention by the business men of the country. The close monopoly which the Bell company has had on the telephone business has been felt to be unendurable. It is not so much the positive excessive rates that this company charges though this is grievance enough in most cases, but the objection is to any concern having the whole decision of price and quality in its control. The Bell Telephone Co. has pursued with increasing vigor and persistence every independent company which has raised its head in Canada or the United States. It has practically assumed the position that no such company has a right to exist. Every possible obstacle has been thrown in the way of the smaller company by refusing them connections and holding the railway companies up to iron-clad agreements not to admit any such telephone in any of their offices. In spite of this, the independent companies are expanding and thriving. Every new system that is installed strengthens the general movement. It should ensure better terms and better service, at least, from the old company.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000
THE METROPOLITAN BANK.
DIRECTORS
R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C
THOS. BRADSHAW, Esq. JOHN FIRSTBROOK, Esq.
HEAD OFFICE, - TORONTO.
W. D. ROSS, General Manager.
GENERAL BANKING BUSINESS TRANSACTED
SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED
Drafts Bought and Sold.
Letters of Credit Issued.

The Barber & Ellis Co'y Limited

SOLE AGENTS IN CANADA FOR

Barnes' Writing Fluid

ORDERS FOR SPRING DELIVERY NOW BEING TAKEN.

Use Lion Series of Pens

Office: 35 Alexander St., Toronto

Factory: Brantford, Ont.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA

HON. GEO. A. COX, Pres. **B. E. WALKER**, General-Manager.

LONDON, ENG., 60 Lombard St., E.C. S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents.

TRAVELLERS' LETTERS OF CREDIT

The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

BANK MONEY ORDERS

AT THE FOLLOWING RATES:

$5 and under ..... 3 cents
Over $5 and not exceeding $10..... 6 cents
" 10 " " 30.....10 cents
" 30 " " 50.....15 cents

These Orders are **Payable at Par** at any office in **Canada** of a **Chartered Bank** (Yukon excepted), and at the principal banking points in the **United States.**

Negotiable at a fixed rate at The Canadian Bank of Commerce, London, Eng.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office ***Toronto, Ont.***

Capital -	$1,500,000.00
Assets, over - -	3,300,000.00
Annual Income -	3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,043,678.59.
LOSSES PAID SINCE ORGANIZATION, $25,868,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

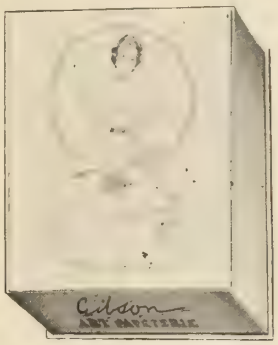
GIBSON ART PAPETERIES



ABOVE AND BELOW

She lives in the square below me there,
Ah me! if she'd only love me!
She lives in the square below me there,
But moves in a circle above me.

AFTER
CHARLES DANA GIBSON



THE MAIDEN AND THE MISTLETOE
A SOLILOQUY

"Now if I hang you over this dark corner he won't see you; and if I hang you in the light he won't dare."

AFTER
CHARLES DANA GIBSON



ADORING BRIDE

"Jack, darling, is this Wednesday or Thursday?"
"I think it's Friday, dearest."
"Of this week?"

AFTER
CHARLES DANA GIBSON

A Series of Six Designs by the famous artist

CHARLES DANA GIBSON

We have secured the sole right for use in Canada of pictures by the above artist on a series of high-grade papeteries to retail at 50c. each, which we will have ready for delivery to the trade by the 1st of May.

There are six in the series now brought out. The above cuts illustrate three of them and the other three are shown on another page of this issue.

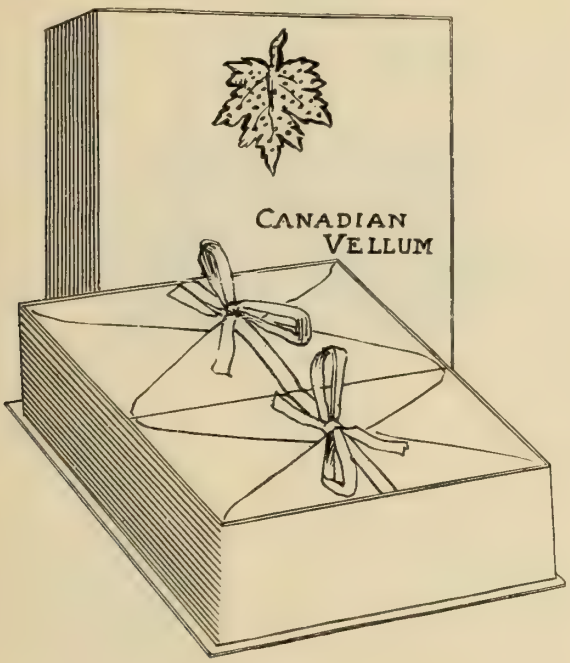
Orders should be placed at once as the line is certain to be exceedingly popular and those who have them in stock first will reap the greater benefit.

W. J. GAGE & CO., Limited
Manufacturing Stationers
TORONTO

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

CANADIAN vellum, which the Copp, Clark Co., Limited, have added to their list of papeteries, and which I am able to reproduce in this number, is ornate in makeup and original in design. The box is done in a deep brown with gold edges, the top having, as will be noticed by the illustration, besides the name, a maple leaf embossed in gold. The aesthetic effect of the embossed gold on the deep brown is very striking. The paper is white, Salisbury size, and the envelopes are tied with ribbon. The Copp, Clark Co., Limited, are handling an excellent line of onion-skin paper, specimens of which I had shown to me while on my itinerary. The paper is thin yet strong, light yet durable and very opaque, and the company says it has no superior for



No. 457.

manifold writing. It is put up in packages of 500 sheets and in two sizes—$8\frac{1}{8}$ x $10\frac{3}{4}$, and 8 x 13.

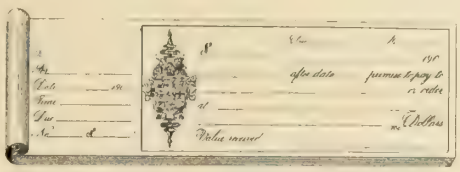
* * *

At the warerooms of the Copp, Clark Co., Limited, I was shown this season's array of At-Home cards. It is a representative selection. The cards are varied in size and word-arrangement. No occasion of their use is overlooked. The company regards the name of the cards as its best spokesman. They are made at home—in its own factory.

* * *

The games department of the Copp, Clark Co., Limited, is busily engaged in turning out a big supply of Sir Hinkum Pinkum, which is having a great run. The company is also working on an excellent edition of steeplechase, specially put up for tasty players. This edition will last a lifetime.

In last month's circuit, receipt books, as a special, were brought to my notice by the Copp, Clark Co., Limited. On this round the company was waiting for me with a mammoth array of promissory notes. In the as-



No. 202.

sortment were French and English editions, and many new styles of binding. The company informed me that their reason in bringing a staple line to the fore was because they had for some time been improving on the selection of promissory notes, with an eye to procuring the newest bindings, most serviceable shapes, and best-wearing materials. Through the courtesy of the company excellent likeness of three of the assortment are given herewith.



No. 250.

My visit to the Copp, Clark Co., Limited, closed with a pleasant half hour in the leather goods department, the output of which is increasing with marked rapidity. I found the maximum attention to be centred on portfolios and handbags, and these the company is manufacturing in great variety. I was informed that genuine seal is the principal leather used in the portfolios, and genuine seal and walrus in the handbags. Moire and silk are the favorite linings, oxidized silver the favorite frame, and the plaited handle preponderates.

* * *

W. G. MacFarlane is now located in his new quarters



No. 211.

at 72 Bay street. Mr. MacFarlane is quoting on contract orders of souvenir post cards in a great variety of processes and can suit any taste. He is making an attractive proposition on combination orders for picture

post cards and post card racks. A large volume of business has been written for Spring and Summer delivery.

* * *

Young Bros. are now settled in their new premises, 107-109 Church street, Toronto, where they are preparing a full line of general fancy goods and holiday and Christmas souvenirs. The premises are splendidly situated, being on the corner of Church and Richmond streets, and comprise three flats with 8,500 square feet of floor space. The top floor will be the manufacturing department, the second will be used for finishing rooms, etc., and the ground floor for offices and show rooms.

* * *

As mentioned in our last issue, the Brown Bros., Limited, have brought out a number of new lines in hand bags, a few of which we illustrate here:



53—The Avenue Bag Closed.

The Avenue bag is one of the very latest ideas in the bag world. It is made in all the best leathers. There is no frame, but the gussets give ample room for small parcels. It is suitably lined with silk and fitted with purse and card case.



57—The Avenue Bag Open.

The illustrations above give an exact idea of this very handy bag.

* * *

The Brown Bros., Limited, have recently gotten out a new pencil which they call their "Teller's Special." This pencil is made of hard rubber, one end being for



black lead and the other for colored crayon, and is designed to fit any of the colors generally in use. This is a very handsome article and a thoroughly practical one and does away entirely with the sharpening of leads, and, being just 6 inches long, is a very convenient size for either desk or pocket use. An illustration of this pencil is shown herewith.

This real morocco bag is made in all sizes, 7-inch, 8-inch, 9-inch. The same pattern is made in real walrus, real Falkland seal and real seal.



59—Shopping Bag Closed.

This house does not confine its attention exclusively to high-grade goods, but also makes a splendid showing of medium and low-priced goods. Their line of bags at $3 doz. are splendid value. They are made of seal grain leather with braided handle. As this firm manufacture



58—Shopping Bag Open.

what they sell, they are prepared to give an absolute guarantee as to quality and workmanship.

* * *

The Copp, Clark Co., Limited, are showing an exceptionally fine line of pictures and calendars. Particularly attractive are the four portfolios containing a number of subjects in each. The first, No. 3052, entitled "In Beauty's Realm," contains four pictures after originals by C. Allan Gilbert. The second, No. 3050, "Ideal Heads," has six Gilbert subjects. No. 3051 contains five pictures as "Types of American Girls," after Thomas Mitchell Pierce. "Real Children" is the title of the fourth portfolio and contains six representative child pictures by Jessie Wilcox Smith. These same pictures are shown separately in different sizes, and have had an enormous sale in the cities in which they have been already offered. Some novelties in cards are also shown. The panels containing a head, a quotation, a landscape and a calendar should prove ready sellers. One of the most striking things is the framed calendar. This consists of a regular nature study or head framed in wood, with a calendar pad attached by a ribbon. The effect is good.

MONCRIEFF'S

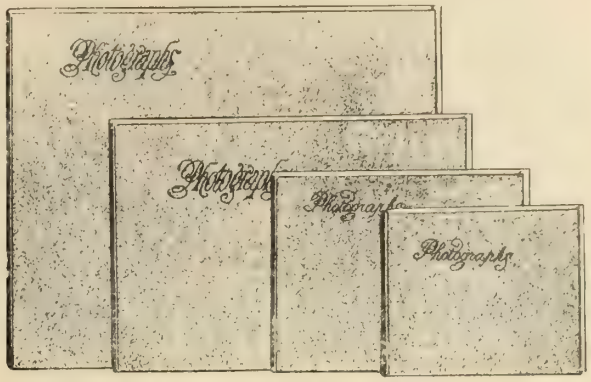
IS A GOOD

INK

Writing, Copying and Scarlet

Prices and Samples on application

McFARLANE, SON & HODGSON
Wholesale Stationers
MONTREAL



USE OF

Gem Photo Albums

DOTH BREED A HABIT, BECAUSE FROM COVER TO COVER THEY HAVE THE UNMISTAKABLE STAMP OF SUPERIORITY, THAT ALL-TIME PATRON-WINNER. GEM ALBUMS ARE USED FOR UNMOUNTED PHOTOGRAPHS; THEY HAVE EACH 16 LEAVES (32 pages) **AND ARE PUT UP IN SCOTCH GRAY AND CARBON BLACK.** No. 5 (4½x5½) **80c.** per doz.; No. 7 (5½x7) **$1.20**; No. 9 (7x10) **$1.50**; No. 11 (10x12) **$2.00. ARE YOU SELLING "GEMS"?**

The COPP, CLARK CO., Limited

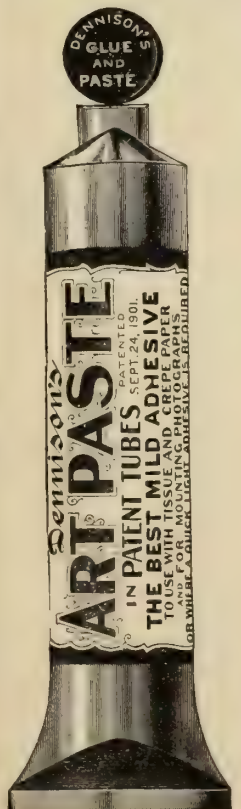
DENNISON'S PERFECT ADHESIVES

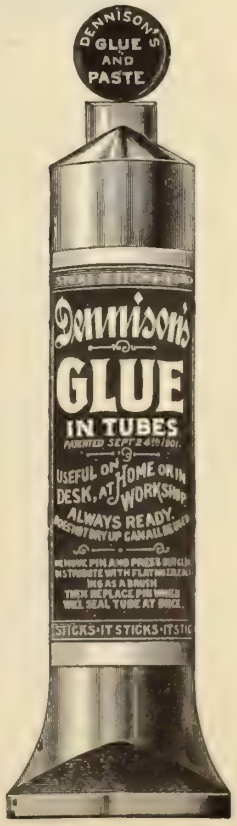
Recommend Themselves

WHEN USED IN MAKING
CREPE PAPER LAMP
SHADES, FLOWERS, ETC.

No Device Quite so Nice

OUR
"TABLE DECORATIONS"
FOR INSTRUCTIONS.





DENNISON M'F'G CO.
Coristine Building, MONTREAL

BOSTON NEW YORK PHILADELPHIA
CHICAGO ST. LOUIS

A visit to the showrooms of Warwick Bros. & Rutter showed a great transformation from last month. The temporary quarters are a revelation of beauty. The artistic arrangements in drapings and decoration are alone worthy of inspection. On the tables are displayed an attractive and varied assortment of samples of foreign manufacture. Every country in Europe is represented in the specimens of art displayed. In a stock of such varied attractions, it would be impossible to select particular items of interest. The Venetian glassware in that class of ware vies with the German earthenware as shown in the samples of steins. Mr. Warwick states that the demand for important novelties has never been as great as this year. He anticipates a large number of buyers during the Easter holidays.

GIBSON ART PAPETERIES.

What is certain to be the most popular novelty in papeteries this season consists of a series being brought out by W. J. Gage & Co., Limited, who have secured the exclusive right to use in Canada copies of finely executed pictures by the famous artist, Charles Dana Gibson, on the covers of the boxes. The pictures are reproduced in such a manner that they resemble very closely original pen and ink sketches.

The fact that the pictures can be taken off the box tops and framed or passe-partouted, will doubtless add very much to the popularity of the series, as purchasers will receive not only a box of high-class stationery, but as well a desirable picture by a very popular artist, which, if purchased otherwise, would alone cost more than is asked for the papeteries, which can be retailed at the low price of 50c each. Dealers who have customers that appreciate high-class, artistically-put-up goods will, we are certain, please their patrons by having these in stock. A very attractive window display can be made by exhibiting them. There are six in this present series, and they will be ready for delivery to the trade on or before the 1st of May. The stock used in these goods is high-grade, and has the popular, fashionable two-tint effect. It can be had in either white or azure.



Conspirators.



Engaged.



Au Revoir.

THE MUSSON BOOK CO. EXPANDS.

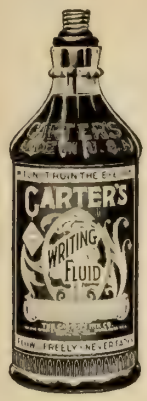
OWING to their increasing business the Musson Book Co., Limited, have found it necessary to add another flat to their present premises, 23 Richmond street west, Toronto, which is being put into shape as quickly as possible for early occupation. A rearrangement of the offices and a well-appointed sample room, where customers will be able to view the increasing lines of this firm, will be a feature of the new annex. In addition to regular lines carried by this house they have secured the Canadian control of such celebrated English and Scotch publishers as Alexander Moring, (The De La More Press); Wells, Gardner & Darton; Brimley, Johnson & Ince; Henry J. Drane; Gowans & Gray; T. N. Foulis; Gibbing & Co.; Walter G. Wheeler & Co.; S. W. Partridge & Co., etc. Another special feature recently added is a fine line of papeteries, programme cards and wedding invitation cards from European and American manufacturers. This line will be carried in stock. The control for Canada of Messrs. Alexander, Baird & Co., Glasgow, the noted Christmas and private greeting card makers, has also been secured, which, together with the Hagelberg calendars, makes an exceptionally effective line. This week a part of the annual Spring list of forthcoming books is being scattered broadcast to the trade. The Musson Book Co. must be congratulated on the excellence of their Spring showing. Such books as: "The Purple Parasol," by George Barr McCutcheon; "My Lady Clancarty," by Imlay Taylor; "Vigorous Daunt," by Ambrose Pratt; "The Freedom of Life," by Annie Payson Call; "Justin Wingate, Ranchman," bespeak for themselves a popular sale and money for the bookseller.

The post card craze has also received its share of attention, and the travelers who are at present covering the Dominion from Atlantic to Pacific are showing a very full range of post card albums and cards. A few hours spent in reviewing their extensive import line of samples establishes beyond doubt that the Musson Book Co. has placed itself in the very foremost rank of Canadian wholesale booksellers and publishers.

LOSSES IN MONTREAL FIRE.

BUNTIN, GILLIES & CO., LIMITED, T. B. Little & Co., and the Carter's Ink Co., suffered severely in the disastrous Craig street fire in Montreal on Saturday, April 1st. These three firms were in the heart of the burned building, and the paper stocks added fuel to the flames. The total loss has not yet been estimated, but fortunately the stocks carried at that time were not heavy. The entire stocks were burned and damaged, but the loss is fully covered by insurance. In the case of Carter's Ink Co. the loss is placed at $1,500, with insurance at $1,000.

Monday found these firms located with office quarters at 93 Ottawa Building, St. James street, Montreal, which will be retained for one month. In conversation with Bookseller and Stationer, Mr. Little, who represents Buntin, Gillies & Co., Limited, in Montreal, stated that they already had the refusal of two excellent warehouses, and within a week would have good quarters and full stock. Mr. Crites, representing Carter's Ink Co., will retain his headquarters, as heretofore, with the above firms. All orders will be filled promptly.



LONG LIVE THE KING!

CARTER'S WRITING FLUID is King among inks. It flows freely, writing a rich blue color which turns to a permanent black after drying. The Ideal Ink for Book-keeping.

CARTER'S "GREAT STICKIST" MUCILAGE is clear and strong; it "sticks like a car window."
The most profitable lines, in the long run, are those of highest quality.

THE CARTER'S INK COMPANY

Largest Makers of Writing Inks and Adhesives in America.

BOSTON NEW YORK CHICAGO MONTREAL LONDON BRUSSELS COPENHAGEN MOSCOW



C. Brandauer & Co.'s - Limited



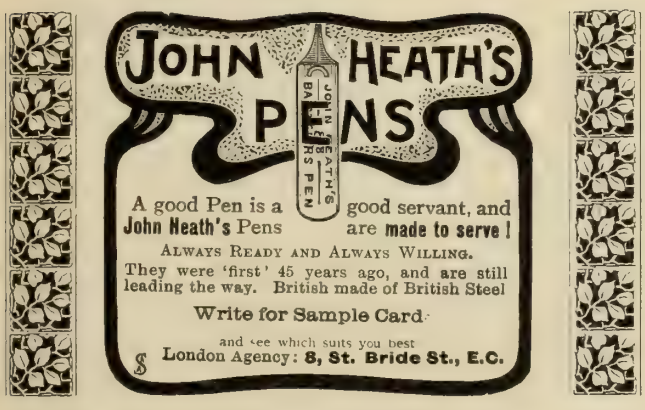
CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse: 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.



THE GAME OF "500"



HERE IS A SCORE PAD YOU WILL HAVE ENQUIRIES FOR. HAVE YOU GOT THEM?

Pads for the Game of "500," with Rules and 25 Score Sheets—Attractive Steel Plate Design on Cover..	Per doz.,	$1.50
Folders for Game of "500," with Rules...	Per 100,	.75
Bridge Whist Score Pads (50 sheets) ...	Per doz..	1.50
Duplicate " " "	"	1.50
Progressive Cinch Score Cards	Per 100,	1.00
Sniff Score Pads.....	"	2.00

THE CHAS. H. ELLIOTT CO.
PHILADELPHIA, PA., U.S.A.

Stray thoughts on

KOH-I-NOOR PENCILS

My **BEST FRIEND** is he who **wears longest.**

My **DAILY FRIEND** is he whose presence makes life run **smoothly.**

My **KINDEST FRIEND** allows errors to be **erased** quickly.

My **LADY FRIEND** leaves an **indelible** impression.

Just like KOH-I-NOOR and MEPHISTO Pencils

RICHARDSON & BISHOP
Manufacturing and Office Stationers, - WINNIPEG

Gold Raised Letter Signs

All that are desirable for a Store Sign, rich in appearance and easily read. They are made by us in such a variety of designs that it does not pay you to go without a Sign. Cannot we submit you sketches and name you prices for a proper Sign? Your Store Front is the best Advertisement. Make it talk to the passer-by.

The Martel-Stewart Co.
681-683-685 Craig St., Montreal

WHAT HAS BEEN ACCOMPLISHED IN A SHORT TWELVE MONTHS

ON the nineteenth of last April Toronto was swept by the disastrous fire that transformed the wholesale district into a smoking waste. The desolation of that great area, where formerly warehouses and factories stood, is indescribable. Plants, which had taken



The Warehouse of W. J. Gage & Co. after the Fire.

the care and energy of a lifetime to develop, were wiped out in a night. Among those who suffered was W. J. Gage & Co., Limited. The entire plant, stock and machinery was totally destroyed in that great disaster.

It is interesting to note the position of this firm one year after the fire.

On the site where twelve months ago there was nothing of the old warehouse and factory but a heap of smouldering bricks and mortar, a new structure has arisen far surpassing the building whose place it takes.

The new warehouse, situated at 51 to 58 Front street west, is a seven-storey building of pressed brick and steel, with a handsome cut-stone front. It has a floor space of 90,000 square feet, and is provided with three freight and one passenger elevators. This building, which is shown in our illustration, will contain the offices and sample rooms of the firm.



W. J. Gage & Co.'s Premises, April, 1905.

In addition to this warehouse, which in itself greatly exceeds in size the old premises, this firm has erected at 82-91 Spadina avenue a new factory, which is all that modern ideas could make it. It is a five-storey structure of stone and brick, is of mill construction and practically fire-proof. Its four elevators are enclosed with fire-proof walls. It has the enormous floor space of 120,000 square feet, or over $2\frac{3}{4}$ acres.

With the facilities which this modern establishment provides, W. J. Gage & Co. will be enabled to handle their business to much greater advantage than has ever been possible before. Every operation possible is done by labor-saving machinery. The printing, binding, folding, ruling machines, etc., are all of the latest and most approved types.

All these have their part in the bigger organism which daily turns raw material into finished product in vast quantities of school books, envelopes by the million in all grades, useful and aesthetic stationery, blank books, etc. Indeed, all that wide variety of manufactured stationery and school supplies for which this firm is so justly celebrated.

The most recent and far-reaching step in the progress of this firm was recently taken when a controlling interest was secured in the Kinleith Paper Mills, St. Catharines. The daily consumption of paper by the Gage Co. is equal to half the product of a large mill. By securing control of the "Kinleith," W. J. Gage & Co. have satisfactorily rounded out their business.

With a paper mill of such magnitude, a warehouse of the most modern type, a factory unexcelled on the continent, and a corps of salesmen scattered over the entire Dominion, the W. J. Gage & Co. are truly in a position to turn out "Made in Canada" goods equal to the best in quality and value. In having attained this point in a brief 12 months, they have certainly accomplished an herculean task.

THE FANCY GOODS CO.'S NEW HOME

Visitors to Toronto will experience no difficulty in locating the new warehouse of the Fancy Goods Co. of Canada, Limited, as it is located opposite the main entrance to the Union Station. The new building, as will be seen by the illustration in the company's announcement on another page, is a large one. It is of red brick and has been fitted up inside with every modern convenience to facilitate the execution of a large volume of business. The floor of each flat exceeds ten thousand square feet, so that the company will have ample room to store the very large stock which is necessary

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL

10 Front St. East, TORONTO.

The most popular pens are

ESTERBROOKS'

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE **BROWN BROS.**, LIMITED
TORONTO.

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL



TRY THE NEW ASSORTMENTS OF

A. W. FABER'S RUBBER BANDS

1A—2A—3A—4A

ALL FIRST-CLASS STATIONERS CARRY THEM.

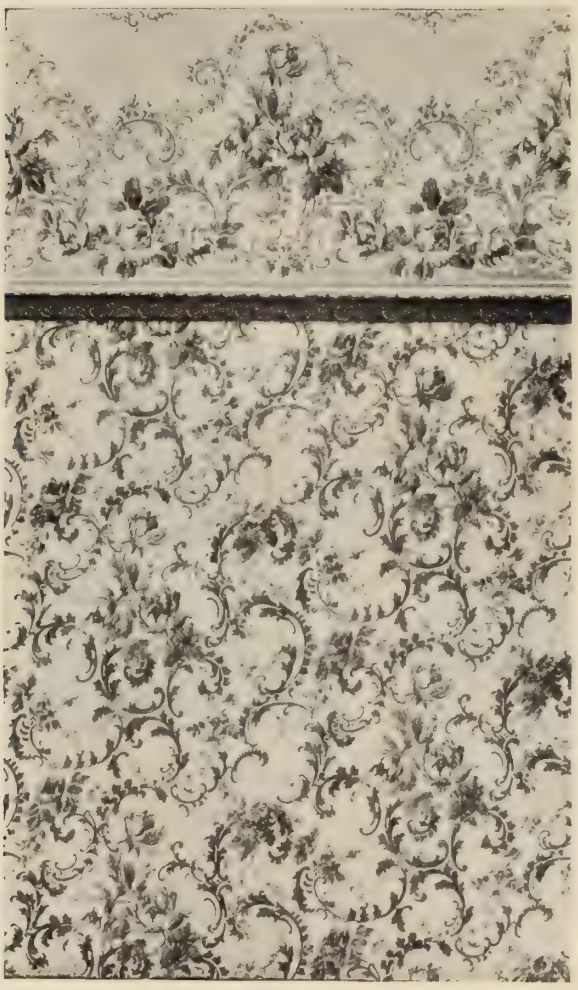
NOTE—A. W. Faber makes only one quality of Rubber Bands, and that is strictly first-class.

WALL PAPER

THE RETAIL TRADE.

THIS is the retailer's month in the wall paper business. The manufacturers have made their deliveries and are just doing a sorting business. Lines which have sold out early are being re-filled, but apart from this they are just getting their samples into shape for next year.

The present has been a remarkably good year in wall papers. The retail dealers have bought strongly, and the season promises well for them. The artistic designs which have been brought out for the present year's business have helped the sales greatly. There is a certain amount of business which is done regularly in staple lines, but the luxuriant patterns offered this year induce many sales which would not otherwise be made



The CHRYSANTHEMUM PANEL by The Menzie Wall Paper Co., Toronto. Upper pattern, 1500 ; lower pattern, 1504.

The colorings in these two designs are exceptionally good, and form sufficient range to make them adaptable to the popular color schemes of interior decoration in vogue to-day.

The wall paper department is one which might be cultivated by retailers much more than it is. It offers excellent inducements in the way of good profits, attractiveness of display, and easiness of handling. Moreover, in the past it has not been worked on a good, live, up-to-date plan. Now is the time to establish your business firmly. Somebody is going to take hold of it and develop it to his own profit. Why not you ?

THE ART OF DECORATION.

IN many examples of modern houses and interior decoration it is difficult to find any element of art. This is remarkable, too, since there have been few periods in which so much study has been devoted to this subject. Of course art, and in this term we include the ensemble of the house interior, furniture, carpets, draperies and paper, represents the life of a people, and is not merely the result of study. The lavishness of ornamentation of one period, the classic severity of another, both give utterance to the general sentiment of the time.

So at the present time we have a real art of decoration in spite of the crudeness of some efforts. Simplicity, combined with a certain richness of coloring, has developed a principle which is suitable to the Canadian house. With a people such as we have the decoration and furnishing of the house must be inexpensive. To make it so it must be free from elaborate ornamentation, or else such decoration must be showy and tawdry—the choice has been made for the former.

Again, the life of the people demands that the house be homelike. Consideration must be given to the fact that the rooms are to be lived in. In Europe at the present time fineness of effect is being sacrificed to novelty. Native art will not permit of that here. The simplicity of the furniture must be relieved by warmth of colors in the carpets and wall paper. This is where elaboration may be developed. It is consistent with the idea of the whole arrangement, that is to say, to have the room simple, yet homelike, warm and habitable. This is true art in decoration. It comprises comfort with elegance, simplicity with decorativeness.

WALL PAPER ADVERTISING.

An exchange tells the following story : No theory is here, but just a plain statement of the way in which one of the largest wall paper departments in the Northwest advertises its business.

The year's campaign starts in early Spring. Newspaper advertising, circulars and window displays all play a part in it. Newspaper space in both morning and evening papers, English and German, is used from Spring until late in the Fall. Ads are run two or three times a week during the busier seasons of Spring and Fall trade, once a week at other times. Four to eight inches of space are devoted to advertising bargains that are bargains. Prices range from ½c a roll upward, with the fixed rule of advertising leaders which defy competition. Sometimes room-lots, including wall, border and ceiling paper for an entire room are offered at especially low prices.

Throughout March a wall paper circular goes into all the bundles that leave the store. This tells about the goods carried and the range of prices. A few special bargains are given prominence in it.

Last Spring's circular consisted of four pages, 6x9 inches in size, printed on a fair quality of enamel paper. The last page was wholly occupied by a half-tone illustration, showing a section of the department.

Attractive window displays of wall paper are in constant evidence during the "season." Prices are pinned on special numbered leaders of attractive patterns.

A set of large-framed placards, showing samples of paper and snappy "catch-lines" on the department were stretched across the entire front of the store (the distance of an entire block), between the second and third storeys, last Summer and Fall.

HIGGINS' INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and custained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

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BECAUSE they *never* become "dead" stock.

BECAUSE they are worth their cost *always*.

BECAUSE they suit every purpose of a pencil, being made in 17 degrees.

BECAUSE a dealer can *always* suit a customer with "Koh-i-noor" Pencils, and rarely can with others.

BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. *Koh-i-noor* Pencils *sell quickly*, and without special effort on the dealer's part.

BECAUSE it pays to handle and be identified with such high-class goods.

We can give more reasons, if necessary, and we believe other dealers can, too.

McFARLANE, SON & HODGSON,
Wholesale Stationers
MONTREAL CANADA

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

HALIFAX.

1. "John Chilcote, M.P.," by K. C. Thurston. Blackwood & Co.
2. "The Truants," by A. E. W. Mason. Bell & Sons.
3. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
4. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
5. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
6. "The Prospector," by Ralph Connor. Westminster.

HAMILTON.

1. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
2. "A Mysterious Disappearance," by Gordon Holmes.
3. "The Millionaire Baby," by A. K. Green. McLeod & Allen.
4. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
5. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

KINGSTON.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
3. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
4. "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
5. "The Clansman," by Dixon. Copp, Clark.
6. "The Prospector," by Ralph Connor. Westminster.

MONCTON.

1. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
2. "The Garden of Allah," by R. Hichens. Stokes Co.
3. "The Prospector," by Ralph Connor. Westminster.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
6. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.

MONTREAL.

1. The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Fugitive Blacksmith," by C. D. Stewart. Copp, Clark.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "The Princess Passes," by Williamson. McLeod & Allen.
6. "The Clansman," by Dixon. Copp, Clark.

OTTAWA.

1. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
2. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
3. "The Garden of Allah," by Robert Hichens. Stokes Co.
4. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

PETERBORO'.

1. "The Garden of Allah," by Robert Hichens. Stokes Co.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
5. "The Millionaire Baby," by A. K. Green. McLeod & Allen.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

QUEBEC.

1. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
4. "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.
5. "Hearts in Exile," by John Oxenham, Copp, Clark.
6. "Dialstone Lane," by W. W. Jacobs, Copp, Clark.

SARNIA.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Prospector." by Ralph Connor. Westminster.
3. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "The Sea Wolf," by Jack London. Morang.
6. "God's Good Man," by Marie Corelli. Briggs.

ST. CATHARINES.

1. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
2. "The Masquerader," by K. C. Thurston. Harpers.
3. "The Undercurrent," by Robert Grant. Langton & Hall.
4. "Nancy Stair," by E. M. Lane. Appleton.
5. "The Loves of Miss Anne," by Crockett. Copp, Clark.
6. "The Prodigal Son," by Hall Caine. Morang.

ST. JOHN.

1. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
2. "The Masquerader," by K. C. Thurston. Harpers.
3. "The Prospector," by Ralph Connor. Westminster.
4. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
5. "The Pillar of Light," by Louis Tracy. McLeod & Allen.
6. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.

TORONTO.

1. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
2. "John Chilcote, M.P.," by K. C. Thurston. Blackwood.
3. "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
4. "The Clansman," by Dixon. Copp, Clark.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "The Princess Passes," by Williamson. McLeod & Allen.

VANCOUVER, B.C.

1. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
2. "The Prospector," by Ralph Connor. Westminster.
3. "The Prodigal Son," by Hall Caine. Morang.
4. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
5. "Double Harness," by Anthony Hope. Copp, Clark.
6. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

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Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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3. "The Prospector," by Ralph Connor. Westminster.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "The Princess Passes," by Williamson. McLeod & Allen.
6. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.

CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "The Marriage of William Ashe," by Mrs. Humphry Ward	86
2. "Dr. Luke of the Labrador," by Norman Duncan	53
3. "The Prospector," by Ralph Connor	52
4. "The Masquerader," by K. C. Thurston	42
5. "The Garden of Allah," by Robert Hichens	38
6. "The Man on the Box," by Harold MacGrath	37

THE LATEST MUSIC

"My Very Own." Song; words by Percy J. Barron; music by Joscelyn Noel. Published in C (B to E) and D (C to F). One of the most effective songs published this season. The melody is pretty and the accompaniment produces an excellent effect. Singers should add "My Very Own" to their repertoire of light songs. Anglo-Canadian Music Co., Toronto.

"Moonlight." Serenade; by Neil Moret, composer of the famous "Hiawatha." A characteristic sketch that promises to be quite as popular as its predecessor. Whaley, Royce & Co., Toronto.

"Listen." Song; words by Clifton Bingham; music by Frank L. Moir. Published in D (B to D) and F (D to F). A little gem, which will undoubtedly occupy a favorite place in every vocalist's library. The musical setting is appropriate and the theme one of those written to be sung. Anglo-Canadian Music Co., Toronto.

"When the Harvest Moon is Shining on the River." Song; words by Arthur J. Lamb; music by S. R. Henry, composer of "Polly Prim," the great march hit. Another pretty conceit in the line of sentimental songs whose popularity never wanes. Whaley, Royce & Co., Toronto.

"Love's Anthem." Song; words by Frederic E. Weatherly; music by Reginald Somerville. Published in E flat (C to E) and F (D to F). An exquisite song with a beautiful subject. It is not difficult, and is to be especially recommended as a lyric on account of its pleasing variety. Anglo-Canadian Music Co., Toronto.

"The Simple Life." March and two-step; by Wm. Conrad. A bright and catchy little march which is already becoming popular among connoisseurs of dance music. Whaley, Royce & Co., Toronto.

"Sleep, Baby Mine." Song; English words by Hilda Hammond-Spencer; French words by Robert Wilbaux; music by E. Dell-Acqua. Published in E flat (C to E) and F (D to F). One of the prettiest lullabies published within recent years. The melody is characteristic and the accompaniment requires no further comment than the fact that it is by the composer of "The Stars are Falling." Anglo-Canadian Music Co., Toronto.

"What the Brass Band Played." Popular song; words by Jack Drislane; music by Theodore Morse, writer of "Blue Bell." This song has made a big hit in the States. Whaley, Royce & Co., Toronto.

"Arabola." Arabian intermezzo and two-step, by Karl Hendrix. A characteristic march with plenty of the time and rhythm requisite to a first-class two-step. Whaley, Royce & Co., Toronto.

"Violetta." Song from the new comic opera success, "The Girl and the Bandit," by Cornelia Osgood Tyler and Frederick Wight. A tuneful number in a popular vein which has contributed a lion's share to the success of "The Girl and the Bandit." Whaley, Royce & Co., Toronto.

KINLEITH MILLS GO TO GAGE.

THE securing of the controlling interest in the Kinleith Paper Mills Co., of St. Catharines, by members of the firm of W. J. Gage & Co., Limited, Toronto, is a matter of more than passing interest to the booksellers and stationers, as well as the printers of Canada. "From Maker to Wearer" is an expression well understood in the clothing industry, and "From the squeal of the pig to the meat in the can" is not without its significance in Chicago.

The manufacturing stationers of Canada, as a rule, like the majority of their prototypes in England and the United States, buy their raw material in the open market. W. J. Gage & Co., we are told, are the first manufacturing concern in these industries in Canada to acquire and operate their own mills. They thus control their raw material, and not only well round out their business, but place themselves in the position of controlling their entire output from the raw pulp through its various stages of paper-making, calendaring, printing and binding, or ruling and wrapping, until finally the rough, raw material becomes the finished product in dainty papeterie, convenient writing tablet, business envelopes, or the more attractive and delicate writing materials for the lady's table, or beautifully-bound book for the library or school room. This is quite aside from the enormous production of school exercise books, writing books, etc., in the make-up of which the paper itself forms so large a part.

Messrs. W. J. Gage & Co., Limited, who are now installed in their magnificent new warehouse on Front street and their modern and commodious factory on Spadina avenue (illustrations of which are found in this issue), are to be congratulated on this further proof of their enterprise, and, no doubt, the trade of the Dominion will reap many of the advantages that must come from this unique but very attractive rounding out of the Gage business. The composition of the new executive of the Kinleith Paper Mills Company is very similar to that of W. J. Gage & Co., Limited, the President of the Kinleith company being W. J. Gage, Esq.; Vice-President and Managing Director, W. P. Gundy; Sales Agent, F. H. Gage, and Secretary-Treasurer, Allen Ramsay.

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Jenkins & Hardy, Toronto.

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Irwin & Jones, Toronto.
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Tupper, Phippen & Tupper, Winnipeg.
Wilson, W. G., Napanee, Ont.

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Brown Bros. Co., Toronto.
Copp, Clark Co., Toronto.
Merriam, G. & C., Co., Springfield, Mass.
Partridge, S. W., & Co., London, Eng.
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Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Warwick Bros. & Rutter, Toronto.

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St. Margaret's College, Toronto.

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Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

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Copp, Clark Co., Toronto.
Fancy Goods Co. of Canada, Toronto.

Fountain Pens.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Glue, Paste and Mucilage.
Carter's Ink Co., Montreal.
Colonial Ink Co., Peterborough.
Copp, Clark Co., Toronto.
Dennison Mfg. Co., Boston, Mass.
Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory.
Grand Hotel, Galt
Provincial Hotel, Gananoque.
Queen's Park Hotel, Trinidad, B.W.I.
Tower Hotel, Georgetown, Demarara, British Guiana.
Windsor Hotel, Hamilton, Bermuda.
Woodside Boarding House, Georgetown, Demarara.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.
McFarlane, Son & Hodgson, Montreal.

Leather Goods
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Music and Musical Instruments.
Anglo Canadian Music Pub. Ass'n., Toronto

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
Perry & Co., London, Eng.
Warwick Bros. & Rutter, Toronto.

Pencils.
Brown Bros., Limited, Toronto.
Clark Bros., Winnipeg.
Copp, Clark Co., Toronto.
McFarlane, Son & Hodgson, Montreal.
Richardson & Bishop, Winnipeg.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Playing Cards, Picture Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas., & Son, London, Eng.
Union Card & Paper Co., Montreal.

Postal Scales.
Pelouze Scale and Mfg. Co., Chicago.
Triner Scale & Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers.
Weese, G. A., & Son, Toronto.

Rubber Bands.
Faber, A. W., New York.

School Supplies.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.
Beagles, J., & Co., London, Eng.
Delittle, Fenwick & Co., York, Eng.
Gage, W. J., & Co., Toronto.
Horle, Ferd. Anthony, & Co., London, Eng.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Millar & Lang, Glasgow, Scotland.
Montreal Import Co., Montreal.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Young Bros., Toronto.

Stationery.
Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co , Toronto.
Gage, W. J., Co., Toronto.
Librairie Beauchemin, Montreal.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Tally Cards, etc.
Elliott, Chas. H., Co., Philadelphia.

Telephones.
Bell Telephone Co. of Canada, Montreal.

Toilet Paper.
Weese, G. A., & Son, Toronto.

Typewriter Supplies.
Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N.J.
Standard Supply Co., Montreal.
United Typewriter Co., Toronto.

Wallpaper.
Stauntons Limited, Toronto.

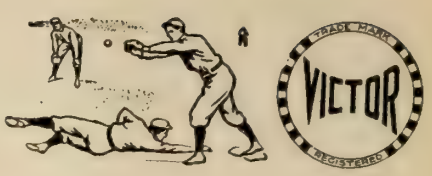
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American Crayon Co.—A. J. McCrae, Toronto

Wholesale Jobbers.
Weese, G. A., & Son, Toronto.

If you see the VICTOR TRADE MARK on sporting goods it is a positive guarantee that you are getting a dependable article at a reasonable price.

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Musical Goods,
Violins,
Bows and Sundries,
Accordions,
Autoharps,
Jew's Harps,
Mouth Organs,
Tobacconists' Sundries,
Pipes, Briar,
Cased Pipes,
Tobacco Pouches,
Playing Cards
Dice,
Poker Chips,
Druggists' Sundries,
Brushes,
Hair and Tooth,
Nail and Cloth,
Bath and Shaving,
Whisks,
Combs, all Kinds,
Toilet Paper,
Shaving Soap,
Razors and Razor Strops,
Perfume,
Soap Boxes,
Sick Feeders,
Shaving Mugs,
Tweezers,
Manicure Scissors,
Mirrors, all Kinds,
Pocket Toilets,
Fans.



Leather Goods,
Ladies' Hand Bags,
Purses,
Wallets,
Smallwares,
Paper and Envelopes,
Papeteries,
Lead Pencils,
Pencil Boxes,
School Bags,
Playing Cards,
Stereoscopes & Canadian Stereoscopic Views,
Games,
Dominoes,
Dice,
Checkers,
Chess,
Skipping Ropes,
Marbles,
Tops,
Sail Boats,
Sea Side Toys,
Tents,
Flags,
Hammocks,
Rubber Balls,
Express Wagons,
Croquet,
Cutlery,
Pocket Knives,
Scissors,
Clocks.

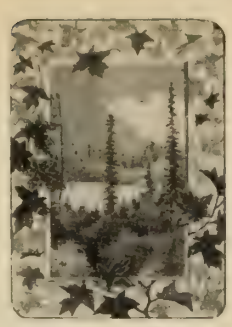
The FANCY GOODS COMPANY OF CANADA, Limited

Makers of Victor Sporting Goods and Athletic Supplies

156 FRONT STREET WEST, TORONTO, CANADA

E. A. KANTEL, Managing Director *C. L. BURTON, Secretary*

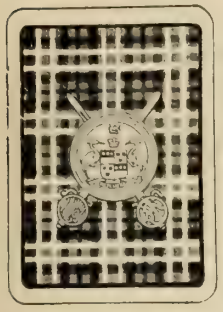

CANADA


OCEAN to OCEAN


INDIAN CHIEF


MOOSE

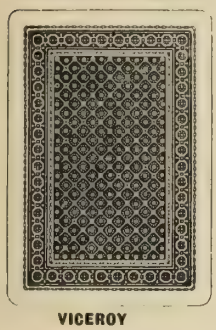

MAPLE LEAF

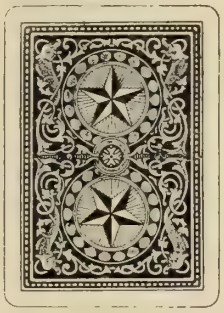

TARTAN 12 CLANS

GOODALL'S PLAYING CARDS

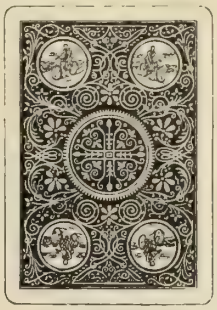
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"Highest Award"



Don't forget to ask for a **PELOUZE POSTAL SCALE.** It means you will get the best Postal Scale that money can buy.

Received Highest Award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best.

"No modern up-to-date office is complete without one."

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National	4 lbs.	$3.00
Union	2½ lbs.	2.50
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Crescent	1 lb.	1.00

They tell instantly the exact cost of postage in cents on all classes of mail matter. Always accurate.



Mail and Express 16 lbs., $5.00

Commercial	12 lbs.	$3.7
U. S.	4 lbs.	2.50
Challenge	4 lbs.	2.50
Victor	1½ lbs.	1.75

The **PELOUZE POSTAL SCALES** have a double needle index that starts at the top and moves through a slot. Very easy to read. Absolutely automatic—no tedious manœuvering of a poise on a beam.

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Eighty-four

different lines of Hardtmuth pencils, and twenty-two different sizes of Pink and Gray Pliable Rubber are shown in our new sample room at

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This is a wider line than has ever been carried by any Canadian Importer of KOH-I-NOOR specialties.

KOH-I-NOOR means quality in the pencil world, and we have the goods in stock always.

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Hunt's Calendars Greeting Cards Pictures, etc.

UNRIVALLED GOODS. SAMPLES NOW READY

ALSO PORTFOLIO SETS OF

PICTURES

BY THE FOLLOWING WELL-KNOWN

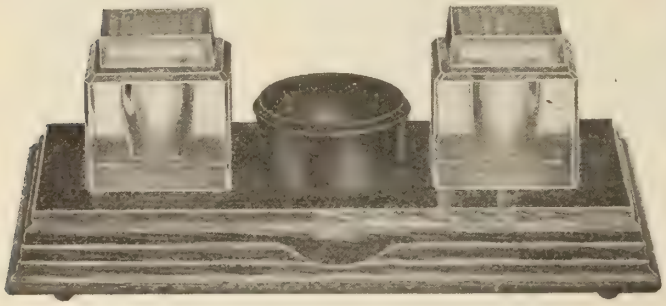
ARTISTS

Christy, Fisher, Frost, Kimball, Russell, Weidersiem, McFall

Fine Leather Goods

New Lines constantly adding to stock.

Ladies' Hand Bags. — Latest Designs and Styles. — The "Avenue," "Vanity," "Swagger," "Shopping."



Inkstands

Wonderful Assortment.—Library and Office—Square Glass, cut and plain — Safety — Glass Stoppers — Bankers'—"The Gardner," etc.

Office Supplies

Endless Variety.—Stationery Cases—Cash Boxes—Document and Waste Baskets—Rubber Bands—Every popular make Pens, Pencils, Ink, etc.

Paper and Envelope Dept.

Every Make, Kind, Size and Quality. — Extensive Stock.

Bookbinders' Material

Leather, Cloth, Board, Marble Paper, Thread, Wire, Glue.—Everything required by the Bookbinder.

Letter Orders promptly attended to.

BROWN BROS. LIMITED

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HUNT'S PENS

First order for twelve gross and over entitles purchaser to a handsome counter display case, without extra charge. Also free samples for distribution.

McFarlane, Son & Hodgson,

MONTREAL.

WHITING PAPER COMPANY

MAKERS OF

HIGH-GRADE

Wedding and

Correspondence Papers.

Visiting Cards,
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and Tablets.

CORRESPONDENCE SOLICITED

WHITING PAPER COMPANY,

148-150-152 Duane Street,

NEW YORK, U.S.A.

Christmas Cards and Calendars

For Season 1905-1906

To the Trade:

Our different representatives are now showing samples of **CARDS and CALENDARS,** which comprise the finest and most extensive line ever shown.

Realizing that it would be difficult to surpass the brilliant assortment shown last season, we started to work early and had the co-operation of the leading publishers, with the pleasing result of being able to say without any hesitation that never before has such a fine collection been gathered together.

It would be almost impossible to enumerate all the lines, as the designs are in practically endless variety. The **CALENDARS** represent the work of the best-known artists.

A large number of the designs in **CHRISTMAS CARDS** are distinctly **emblematic of Canada,** both as to the covers, verses and views inside.

Special designs are shown for cards with **LOCAL VIEWS,** and **AUTOGRAPHIC CARDS** in boxes.

ASSORTED CARDS in packages and boxes—a large range, varied in design.

Christmas and New Year Post Cards

An entirely new **Canadian** line, showing **Maple Leaf** and **Holly** designs.

Private Greeting Cards

Most appropriate and up-to-date designs.

Attention is particularly directed to our special line of **HIGH ART CALENDARS and PICTURES.**

These represent the work of world-famed artists being reproductions from original drawings by C. Allen Gilbert, Thomas Mitchell Peirce, Jessie Wilcox Smith, Paul Helleu, the famous French artist, and others.

There are 103 numbers in **CALENDARS,** each number comprising a variety of subjects in Panel and other shapes, and representing Landscape, Figure, Nature, Marine and Animal Scenes, and have beautifully decorated **CALENDAR PADS.**

Samples are being shown earlier than ever and we deem it will repay you to see these and judge for yourself regarding the merit of this collection.

THE COPP, CLARK CO., Limited

64 and 66 Front St., West :: TORONTO, CANADA

PAPETERIES FOR HOLIDAY TRADE

All "Made in Canada."

We have spared neither trouble nor expense in making up the finest assortment ever produced in Canada.

The Hand-Painted Series
The Ornamental Top Series
The Fancy Covered Box Series

In all a striking display of **Artistic, High-Class Stationery,** at attractive prices.

Samples are now in the hands of our travellers

SCHOOL BLANKS FOR FALL OPENING

The samples of new designs for the coming season are now being shown by our travellers. As usual, these comprise a number of NEW, ORIGINAL and ATTRACTIVE Features, that will make them popular everywhere.

The Faithful Friends Series
The Favorita Series
The Peacock Series

and many other new and taking patterns.

Do not place your orders until you see them.

Office and Sample Rooms :
54-58 FRONT ST. WEST.
Factories :
82-94 SPADINA AVE.
Mills :
ST. CATHARINES.

W. J. Gage & Co., Limited
Manufacturing Stationers, Toronto.

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, MAY, 1905. No. 5.

A CONFIDENTIAL TALK

OCCASIONALLY it is a good thing for a publisher to take his readers into his confidence and let them know just what he is doing. Magazine publishers have inaugurated this new custom, with the result that the pages in which they converse with their readers are scanned with almost as much interest as the regular reading pages. In the case of the trade paper, it is even more essential that the publisher should be perfectly open as to his plans. The ordinary magazine seeks merely to entertain its readers in their leisure time. The trade paper does more. It endeavors to help its readers in their business hours. Consequently it is a good thing for the publisher to keep his subscribers informed as to what he is doing to further their interests.

* * *

Favorable comment has been made from time to time on the typographical appearance of Bookseller and Stationer, both inside and outside. During the past two years covers of bright and striking design have been specially made for the papers. Capable artists have drawn the pictures, and the engravers have made plates from them. In several cases three plates have been called for to give the desired color effect. The printing has all been done in our own office, reflecting no little credit on the mechanical department. Inside the paper every care has been taken to give each reading page and each advertising page a clear-cut and striking appearance. Special pains have been taken to reproduce the illustrations effectively. All in all, the publishers have every right to feel proud of their paper, realizing that there are few trade papers in its class equalling it in appearance.

* * *

A word or two about our advertisers, who are, after all, the main bulwark of the paper, should not come amiss. They represent the best in the trade, for the reason that only the best advertise. It is the firm which is up-to-date, which is constantly and rapidly turning over stock and which has new goods to sell every month, that has news for our advertising columns. These are the firms that are progressive, and that it pays to buy from. Firms which do not advertise must be looked on as unprogressive and behind the times, whether they really are so or not. The moral to be deduced is a two-fold one. It should teach the retailer to patronize the advertisers, because they are the progressive firms and have the latest goods. It should teach the firms who do not advertise to get up with the procession, because they are otherwise regarded as back numbers.

* * *

Many book papers, both literary and trade, are issued by book publishers. Whether intentionally so or not, they are frequently biased in favor of the publications of the firms, and are often used to boom particular novels in which such firms are interested. The opinions expressed cannot be relied on to be impartial, nor can their lists be termed complete. Bookseller and Stationer, on the other hand, is entirely independent of any book publisher, and in consequence its opinions can be considered as impartial. This is an important point, and it merits the consideration of all readers of this paper. Nor can it be said that Bookseller and Stationer is influenced by its advertisers, for the simple reason that every one of the large Canadian publishers makes use of its advertising columns, and all receive identical treatment from the editorial end.

* * *

In presenting this number of Bookseller and Stationer to its numerous subscribers, the publishers do so with no small degree of pride. This issue for May, 1905, is the best number ever sent out for a corresponding month in any previous year. It has only been surpassed by the special Fall numbers issued in September, which have naturally been large and important publications. The May number has been called the "Summer Reading Number," because of the special attention which has been paid in its columns to Summer books. But other departments have not suffered. The picture postcard section, the art section, and the playing card section, are stronger than usual this month. They have been reinforced with interesting illustrations which have been well reproduced.

* * *

In August, 1884, the first number of Bookseller and Stationer, then known as Books and Notions, made its appearance. In August, 1905, the paper will have attained its majority. It is the intention of the publishers to mark the occasion by issuing a birthday number. The contents will be of an historic nature, tracing the growth of the book and stationery business of Canada from the time the paper was founded down to the present time. The number will be embellished with interesting illustrations, and will be a souvenir which everyone connected with the trade will be eager to possess. The trade paper is a modern institution, and few of them can point to a twenty-one years' existence.

MONTHLY REPORT FROM BOOK CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
May 5, 1905.

EASTER brought forth the usual demand for prayer and hymn books, and trade generally was of a satisfactory volume. Price cutting is less resorted to than formerly, and more attention is paid to establishing a reputation for having the latest in fiction, as well as scientific and historical books. Progressive window displays and small space judiciously used in the daily press has tended to arouse and sustain interest in book circles.

* * *

Fiction has occupied a premier position from a sales standpoint, and ingenious methods have been used to stimulate trade. A creditable special window had as the centre attraction two white seals, thrown into relief by the entire window being draped by white crepe paper. Scattered throughout the window were some thirty copies of works suggested by this mode of display. These included "The Lure of the Labrador Wild," "Dr. Luke of the Labrador," "The Hound From the North," and the "Harvest of the Sea." A busy corner in another store is given over to books of a peculiarly "smart" nature, with special stress laid upon "A Cynic's Meditations," and such titles as "Naked Truths," "Don'ts for Girls," "The Wisdom of the Foolish," etc.

* * *

Current fiction, which is highly spoken of, includes "The Marriage of William Ashe," "The Fugitive Blacksmith," "The Masqueraders," and "The Garden of Allah." "Endymion," published by the Cambridge Society, is featured in another store. Local interest is given "Strange Partners," by Gilbert Wintle, by the recent determination of this noted Englishman to make Canada his home. Paper editions of "Held Apart," and "Queen's Quair," are doing well.

* * *

The occasion of the Montreal Horse Show is well utilized by one progressive store to call particular attention to "In the Bishop's Carriage." A window display, backed by a large colored poster illustrating the character of the book did much to put sales of this old-time favorite on the gratifying side. A war book of the highest standard is "Japan, by the Japanese," edited by Alfred Stead. Nature books and Summer recreation stories are already being displayed. Paper editions of the latter are featured at 10c.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
May 5 1905.

BUSINESS during April is reported to have been quite satisfactory. The Easter holidays and the Horse Show brought many shoppers to the city, who patronized local bookstores extensively. The trade in Easter cards and novelties was somewhat disappointing and did not nearly approach the trade in valentines in February. A good business was done in books of travel and guide books, especially those dealing with the countries along the Mediterranean, indicating the popularity of that trip to Torontonians. Nature books are now being brought forward in large variety.

* * *

Sales of fiction have continued very fair, with "The Marriage of William Ashe" well to the fore. The early sales of "Sandy" by Alice Hegan Rice have been good. There is still an appreciable demand for "The Masquerader" by Mrs. Thurston, while "The Garden of Allah" by Robert Hichens is asked for by people of literary tastes.

* * *

In a letter to the publishing and stationery trade throughout the United States and Great Britain, the Bain Book and Stationery Co. are making the following announcement: "Owing to the expiration of our lease and our utter inability to find suitable premises elsewhere, we have decided to discontinue business after the 31st of May." This notice means the disappearance of one of the most enterprising of the Toronto book and stationery stores.

* * *

To advertise "The Plum Tree," the new novel of American politics and love, by David Graham Phillips, an artificial tree, with artificial plums upon it, appears in the Bain bookstore window. All around the tree copies of the book have been disposed.

* * *

A window which always attracts attention and possesses excellent facilities for display, is that of the McKenna bookstore. Mr. McKenna always has a splendid array of the best fiction of the month disposed on his display stands. This week the "John Henry" book is the feature.

W.A.C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER.
Room 511 Union Bank Building, Winnipeg, Man
May 2, 1905.

APRIL book sales seem to have been in excess of the expectations of the local trade. Several books of fiction have been selling remarkably well and the general run of trade has been unusually brisk for the month.

* * *

"The marriage of William Ashe" is still selling well and is, perhaps, the book of the month. "The Clansman" continues to attract popular favor, and "The Vicissitudes of Evangeline" and "Tommy Cartaret" are in demand from fiction lovers. "The Millionaire Baby" and "A Mysterious Disappearance" are also keeping up their record for March, when they were particularly good sellers.

* * *

Winnipeg stores are finding a ready market for architects' supplies, such as drawing paper, blue prints, etc. These are profitable lines which might be pushed to advantage in outside towns. Owing to the extent of Winnipeg's building operations there is a large market here for such supplies.

* * *

Souvenir post cards are receiving special attention in Winnipeg stores. A novelty which has proved very popular is a line of cards in burnt leather with typical Winnipeg scenes.

* * *

Easter novelties sold well, and it is likely that even greater attention will be devoted to this line next year. The Easter trade rivalled the valentine trade.

* * *

The John A. Hart Co. have been awarded the city contract for stationery during 1905.

F.R.M.

BOOKS FOR SUMMER READING

SUMMARIZING the new books already on the market or shortly to appear, it may be said of this year's Spring productions that they are of a fair standard of excellence. While there are few books of surpassing merit in any of the departments of literature, the general mass of publications are of an interesting and saleable character. The Fall season, so far as Canada is concerned, has come to be regarded as the most opportune time for the publication of the works of the most popular authors, while publishers reserve the Spring season for the production of paper editions of the Fall books in order to meet the Summer demand.



Alice MacGowan and Grace MacGowan Cooke
Authors of "Return" (Copp, Clark Co., Limited)

Outdoor Books.

No bookseller's stock can be called complete without its quota of outdoor books. Under this head are included garden books, farm books, poultry books, dog books, books on hunting, boating, sailing, flowers, trees, birds, photography and travel. The vogue for these books is largely on the increase and greater attention is being paid to them by publishers, with the result that in beauty and attractiveness they are in the van of the

Fiction.

A good deal of fiction has appeared this Spring, and all of a readable nature. Mrs. Humphrey Ward's latest novel, "The Marriage of William Ashe," is the most talked-of book, but there is other fiction for other tastes. There are novels by A. T. Quiller-Couch, Alice Hegan Rice, Thomas Dixon, the Williamsons, Agnes and Egerton Castle, H. B. Marriott-Watson, Robert Hichens, Morley Roberts, Eden Phillpotts, etc. Volumes of short stories are numerous, written by such eminent authors as A. Conan Doyle, Booth Tarkington, Gertrude Atherton, Maurice Hewlett and Israel Zangwill.

Our List.

In the following columns will be found selections from the latest lists of Canadian and United States publishers, giving the titles, authors and short descriptions of the leading Spring books. These lists have been carefully compiled and should prove of value to readers of Bookseller and Stationer. They supply at a glance just the kind of information that is most required at the present season. A special list of works on nature and sport is appended.

The Copp, Clark Co., Limited, Toronto.

A long list of excellent fiction has been prepared by the Copp, Clark Co., Limited. Most of the novels on this list have already appeared, while the remainder will be issued shortly. By glancing over the following descriptive matter, the reader will see that every branch of fiction has been included the love story, the adventure story, the historical novel, the character novel, the tale of mystery, etc.

Castle, Agnes and Egerton. "A Rose of the World." Cloth $1.50, paper 75 cents. Ready shortly.

Hains, T. Jenkins. "The Black Barque." Cloth $1.50, paper 75 cents. An excellent sea-story, with the true nautical atmosphere.

Holland, Clive. "A Japanese Romance." Cloth $1.25, paper 75 cents. Ready shortly.

Hornung, E. W. "Stingaree." Cloth $1.50, paper 75 cents. Ready shortly.



Charles David Stewart
Author of "The Fugitive Blacksmith" (Copp, Clark Co., Limited)

MacGowan, Alice, and Cooke, Grace M. "Return." Cloth only, $1.50. A love story of the 18th century with the scene laid in Carolina and Virginia.

MacKaye, Harold S. "The Winged Helmet." Cloth $1.50, paper 75 cents. The early part of the 16th century in France supplies a good field for an interesting historical romance.

Pemberton, Max. "Mid the Thick Arrows." Cloth $1.50, paper 75 cents. Ready shortly.



Sheppard Stevens
Author of "The Sign of Triumph" (Copp, Clark Co. Limited)

Roberts, Theodore. "Hemming the Adventurer." Cloth $1.50, paper 75 cents. The story of a war correspondent, who travels a great deal and sees much of interest.

Stevens, Sheppard. "The Sign of Triumph." Cloth $1.50, paper 75 cents. A tale of the Children's Crusade in France.

Stewart, Charles D. "The Fugitive Blacksmith." Cloth $1.50. An amusing book of stories about some quaint characters.

Yeigh, Kate Westlake. "A Specimen Spinster." Cloth $1.25. A book full of a quaint humor, describing the various characters who inhabit a little cross-roads Canadian village. Mrs. Yeigh is a Toronto lady, well-known for her literary ability.

Geo. Newnes, Limited, London.

No list of Summer books would be complete without some reference to "The Country Life Library" and "The Country Life Library of Sport" issued by this firm. Among the volumes in the former series are "Gardens New and Old," "The Fruit Garden," "Sweet Violets and Pansies," "The Book of British Ferns," "Carnations and Pinks" "Wall and Water Gardens," "The Century Book of Gardening," "The Gardens of Italy," etc. In the "Country Life Library of Sport," two splendid new volumes have been added this year, "Big Game Shooting," in two volumes, and "Polo," in one volume.

Among this firm's publications are three interesting volumes in "Our Empire Series." They are "Canadian Life in Town and Country," by Henry J. Morgan: "Australian Life in Town and Country," by E. C. Buley, and "New Zealand Life in Town and Country," by R. A. Longhnan.

A sample copy of Newnes' Sixpenny Copyright Novels, "For God and the Czar," by J. E. Muddock, has been received and merits commendation. The letterpress is large and clear, the paper is of good quality, the binding is flexible, and there are numerous excellent illustrations, reproduced on coated paper. The cover design is lithographed in colors and is calculated to make the book sell well. The list of authors includes Mrs. Humphry Ward, Miss Braddon, Conan Doyle, Grant Allen, Guy Boothby, and many more.

William Briggs.

As usual, William Briggs has provided an interesting list of nature books, which should be in constant demand during the coming months. In addition he is publisher of at least three of the most important novels of the season, "The Marriage of William Ashe," "Sandy" and "The Garden of Allah."

Burnham, Hampden. "Marcelle." Ready June 1. A story of New France in the days of Frontenac. The romance follows the beautiful daughter of a courier-de-bois and abounds in exciting incidents.

Hichens, Robert. "The Garden of Allah." Cloth $1.25. A remarkable story of the Desert of Sahara.

Hodge, Clifton F. "Nature Study and Life." A study of the animals and plants, which form the natural environment of the home.

Muldrew, Dr. "Sylvan Ontario: A Guide to our Native Trees." New edition. Descriptions of every known tree and shrub found in Ontario.

Powell, E. P. "Orchard and Fruit Garden." A work dealing with the choice, planting and cultivation of fruit-bearing trees and bushes.

Rice, Alice Hegan. "Sandy." Cloth, illustrated, $1 net. A delightful story by the writer, who has charmed so many readers with her "Mrs. Wiggs of the Cabbage Patch."



Theodore Roberts
Author of "Hemming, the Adventurer" (Copp, Clark Co., Limited).

Saunders, Marshall. "The Princess Sukey and Some of Her Human Friends." Ready shortly. The story of a retired judge, who opens his heart and home to a number of most interesting youngsters.

Ward, Mrs. Humphry. "The Marriage of William Ashe." Cloth, illustrated, $1.50. The story of the year.

Frederick A. Stokes Co., New York.

Several strong novels are to be found on the list of this firm, notably books by Robert Hichens, Agnes and Egerton Castle and Arthur W. Marchmont.

Hichens, Robert. "The Garden of Allah." Cloth $1.50. One of the most remarkable novels of the year, depicting life in the Desert of Sahara. It is a picture of passionate human love, powerful and fascinating.

Castle, Agnes and Egerton. "Rose of the World." Illustrated. Cloth $1.50. A tale of love triumphant over insuperable obstacles, even the grave itself. The interest shifts from the active mystery in India to the sweetness of English home-life.

Marchmont, Arthur W. "A Courier of Fortune." Illustrated. Cloth $1.50. The scene is laid in Old France, and an absorbing romance full of love and adventure is worked out there. The book has been dramatized and staged by Ralph Stuart.

Kiser, S. E. "Charles the Chauffeur." Large 16mo. Cloth $1.00. The subject of Mr. Kiser's latest triumph is the fearless, naive, ignorant "Charles," with his adventures and his love affairs. The book is full of amusing situations.

Clute, Willard Nelson. "The Fern Allies." 200 colored plates. Large 12mo. Cloth $2.00. A sequel to "Our Ferns and Their Haunts."

Murray, Grace P., M.D. "The Fountain of Youth: or Personal Appearance and Personal Hygiene." 134 illustrations. Cloth $1.60 net. A practical treatise on the preservation of health and beauty for both mother and daughter.



Egerton Castle.
One of the Authors of "Rose of the World." (F. A. Stokes Co.)

Morang & Co., Limited.

Two series of books issued by this firm are deserving of attention from the trade. They are "The American Sportsman's Library" and "The Morang Paper Novel Series." In the former are to be found such titles as "The Deer Family," "Salmon and Trout," "Upland Game Birds," "The Water-Fowl Family," "The Sporting Dog," etc. The latest additions are "Lawn Tennis and Lacrosse," "Guns, Ammunition and Tackle" and "The Trotting and the Pacing Horse in America." All are by authorities, who have prepared the respective volumes under the supervision of Caspar Whitney.



Illustration for "Rose of the World."
By Agnes and Egerton Castle. (F. A. Stokes Co.)

The paper novel series contains nearly fifty titles. The books were originally issued at $1.50, and typographically are as good as the cloth editions. A few of the more striking novels in the series are "The Pride of Jennico," by Egerton Castle; "The Choir Invisible," by James Lane Allen; "The Four Feathers," by A. E. W. Mason, and "Darrell of the Blessed Isles," by Irving Bacheller. 25 cents per volume.

Other Morang books of the season are tht following:

Doyle, Sir A. Conan. "The Return of Sherlock Holmes." Cloth $1.50. Just the kind of a book for the Summer holidays.

Ely, Helena R. "Another Hardy Garden Book." Cloth $1.75 net. Treats of the raising of vegetables, the cultivation of fruits in the home garden, the care and transplanting of trees, etc.

Lincoln, Joseph C. "Partners of the Tide." Cloth, illustrated, $1.50. Those who have read "Cap'n Eri" will welcome this new novel, in which an equally interesting character, Cap'n Titcomb, figures. It is a good sea story, with a strong personal element.

Thompson-Seton, Ernest. "Monarch, the Big Bear of Tallac." 100 illustrations. Cloth $1.25. A fascinating book about the adventures of a bear.

——. "Lives of the Hunted." Cloth $2.00. An account of the doings of five quadrupeds and three birds.

——. "Wild Animals I Have Known." Cloth $2.00. One of the books that have made its author famous.

White, Stewart Edward. "The Mountains." Cloth $1.50. A vivid description of an actual journey through the ranges of California.

——. "The Blazed Trail." Cloth $1.50. A tale of a timber war in the Great Pine Woods, with an interesting love story interwoven.

Fox, Duffield & Co. New York.

On several occasions in the past reference has been made in these columns to the books published by this New York house. As the Summer season opens, another reference is not out of place, because the choice editions of this firm seem to be especially adapted to the best holiday trade. Fox, Duffield & Co. do not issue a large number of books, but they lavish on each book that they publish all the care and all the expense that other publishers would spend on a dozen books. In consequence, the Fox, Duffield book is to-day noted for its excellence, not only in literary quality but in artistic appearance, and proves an ornament to any book store or library. Some of the season's books are as follows:

Archbald, Anna, and Jones, Georgina. "The Fusser's Book." Cloth, illustrated, 75 cents. An extremely clever book of advice on etiquette and policy, addressed to flirts of the male sex. It affords many hours of genuine amusement.

Cox, Kenyon. "Old Masters and New." Cloth $1.50 net; postage 10 cents. A practical book of art criticisms by one of America's foremost portrait painters, which will prove a safe guide to the novice,



S. E. Kiser,
Author of "Charles the Chaffeur. (F. A. Stokes Co.)

and will be welcomed by connoisseurs as an authoritative work.

"Case of Russia, The." A composite view. 12mo., 354 pages. $1.25 net; postage 10 cents. A symposium on conditions in present-day Russia, giving a survey of the history, governments, peoples and prospects of the great empire. Each chapter is contributed by an authority in his field.

Graham, Harry. "Misrepresentative Men." Cloth, illustrated, $1.00. These pleasantly satirical verses on "misrepresentative" celebrities from Adam down are written by the present private secretary to Lord Rosebery, who was lately aide-de-camp to Lord Minto.

Peck, Theodora. "Hester of the Grants." 12mo. Cloth $1.50. A novel that opens a new field for fiction. Its scenes are laid in the Vermont of early days, and it tells a romantic story of the life of the settlers there.

Sweetser, Kate D. "Ten Girls from Dickens." 8 volumes, 236 pages, illustrated. Cloth $2.00. A charming collection, introducing to young folks the immortal children of Dickens. The book is made up of famous passages from Dickens, each one illustrated with a dainty picture of its bewitching little heroine.

McLeod & Allen, Toronto.

As usual, McLeod & Allen have selected and published a list of books, which are one and all most absorbing tales,





and which are especially suitable for Summer stocks. Their Spring list contains many books by authors who have already attained fame. These books are always sure to be in immediate demand. A few new authors are included, whose work gives every promise of securing the widest commendation.

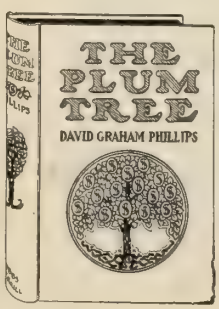
Bennet, Robert A. "For the White Christ." 8vo. Cloth $1.25. A story of the days of Charlemagne, beautifully illustrated in colors and decorated by the Kinneys. The plot possesses dramatic intensity and breadth of scene, which gives the book remarkable power.

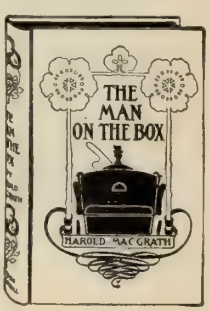
Bonner, Geraldine. "The Pioneer." Illustrated. Cloth $1.25, paper 75 cents. A stirring tale of California and Nevada in the Bonanza silver days. The Pioneer, himself, who gives his all for the daughter of the woman he loved, is a wonderfully endearing character.

Green, Anna Katherine. "The Millionaire Baby." Illustrated. Cloth $1.25, paper 75 cents. A baby, heiress to an immense fortune, suddenly and inexplicably disappears from the face of the earth. An enormous reward is offered for her recovery. The police are utterly at sea, when a young detective takes up the quest, and around about his researches the plot is woven.

Horton, George. "The Monk's Treasure." Cloth $1.25, paper 75 cents. With a young American for hero, a fantastic Scot for his lieutenant, a duchess metamorphosed into a Cinderella for heroine and mysterious two-lived monks for villains, the story plunges into a melange of stirring perils, narrow escapes and hidden treasure.

Phillips, David G. "The Plum Tree." Illustrated. Cloth $1.25, paper 75 cents. A disclosure of the





present system of "practical politics," vivid, graphic and emphatic in its treatment of the disease. A strong undercurrent is formed by a delightful love interest.

Rowland, Henry C. "The Wanderers." Cloth $1.25, paper 75 cents. Incident, adventure, love-making

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PAPER EDITIONS READY

The Hound from the North. By RIDGWELL CULLUM. Paper, ***75c.;*** cloth, ***$1.50.***

Whosoever Shall Offend. By F. MARION CRAWFORD. Paper, ***75c.***

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PUBLISHERS, TORONTO

and humor are intertwined in this clever story. From Gibraltar to the South Seas the course of the twice-abducted yacht is marked by a succession of surprising adventures, which keep the reader in suspense.

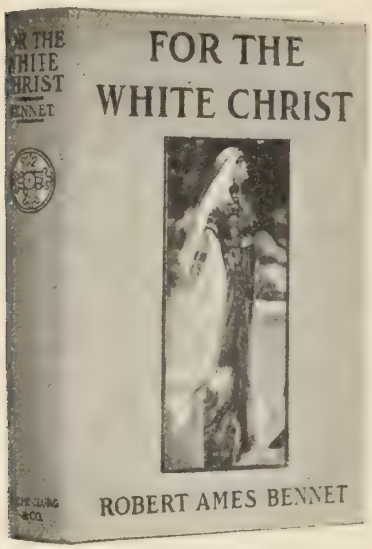
Stevenson, Burton E. "The Marathon Mystery." Five scenes in color. Cloth $1.25, paper 75 cents. A capital detective story.

Valentine, Edward U. "Hecla Sandwith." Cloth $1.25, paper 75 cents. A Quaker maiden in the Pennsylvania of fifty years ago is the heroine of this remarkable story, filled with a strong human interest. The various fortunes of her life are traced out with a facile pen. Other characters, equally well delineated, are also introduced.

Winter Alice. "The Prize to the Hardy." Illustrated. Cloth $1.25, paper 75 cents. The hero is an Easterner transplanted to the West and left to his own resources. His path upward was not strewn with roses, though it had a love interest to cheer the traveler onward. The incidents of the story are exciting and graphically recorded.

Fleming H. Revell Co.

"Labrador" is the watchword this year of the Revell Co., and their offering of books on this theme is a remarkable one. It is seldom that publishers are able to effect a "corner" in books, but it looks as if the Revell Co. had secured a monopoly of works descriptive and illustrative of this little-known corner of the world, lying so near to Canada.



A Striking Design.
(McLeod & Allen.)

Duncan, Norman. "Doctor Luke of the Labrador." Fourth edition, 12mo. Cloth $1.50. A story which plays on the heart-strings and yet inspires to effort and sacrifice, strong, tender, pathetic.

Duncan, Norman. "Dr. Grenfell's Parish." 16 illustrations. Cloth $1.00 net. A series of sketches of Dr. Grenfell's self-sacrificing labors in Labrador. Mr. Duncan has succeeded in portraying Grenfell in a wonderfully life-like manner.

Grenfell, Dr. W. T. "The Harvest of the Sea." Cloth, illustrated, $1.00 net. This book relates the life of the North Sea fishermen on the now famous Dogger Bank, describing in a very real manner the cruel hardships they endure.

Wallace, Dillon. "The Lure of the Labrador Wild." 17 illustrations, 3 maps. Cloth $1.50 net. The tale of the survivor of Leonidas Hubbard's ill-fated exploring expedition into the interior of Labrador. One of the best stories of a canoe trip into the wilds ever written.

A. C. McClurg & Co., Chicago.

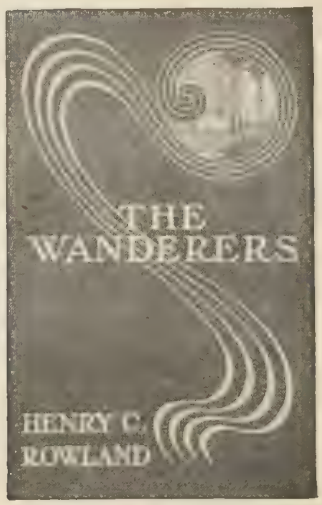
Few publishing houses offer as wide a range of subjects as A. C. McClurg & Co. Their Spring list includes new works in fiction, history, biography, travel, art, religion, etc. All are excellently printed and attractively bound. From their list the following choice books for Summer reading have been selected:

Lahonton's "New Voyages to America." 2 volumes, square 8vo. Boxed $7.50. An exact reprint of the English edition of 1703, with facsimile maps and illustrations, carefully edited and annotated. The publication of this important work is much to the credit of McClurg & Co.

Orcutt, William D. "The Flower of Destiny." 8vo. Cloth $1.25. An episode of the Second Empire, having for its theme the romantic love story of Napoleon III. and Eugenie. It is written in a light and charming style and is fully illustrated.

Tynan, Katherine. "Julia." 12mo. Cloth $1.50. Like Miss Tynan's other quiet and delightful stories, this new book brings out the finer traits of Irish character. It is one of the best selling books in England.

Theodore Thomas: A Musical Autobiography. Edited by George P. Upton. Two volumes, illustrated, large 8vo., gilt top. Boxed $6.00 net. An important addition to musical biography.



Cover for "The Wanderers."
(McLeod & Allen.)



Scene from "The Wanderers."
By Henry C. Rowland. (McLeod & Allen.)

The Bobbs-Merrill Co., Indianapolis.

For Summer reading, in addition to their regular issue of Spring fiction, the Bobbs-Merrill Co. are offering a charming series of short novels, which they are calling "The Pocket Books." These volumes are as tall as the ordinary book, only narrow enough for the pocket, and are attractively bound in uniform cloth with a unique design. They appeal at once to the Summer reader, and should prove immensely popular. The series is announced as follows:

Green, Anna Katherine. "The Amethyst Box." Cloth 75 cents post paid. A story of a Newport wedding by the author of "The Millionaire Baby." A detective story which enthrals the reader from start to finish.

Green, Anna Katherine. "The House in the Mist." Cloth 75 cents. This volume also contains a short story: "The Ruby and the Caldron." Both tales possess the haunting sense of what is unexplained and must be exclaimed.

MacGrath, Harold. "Enchantment." Cloth 75 cents. Short stories of whimsical adventure. From the

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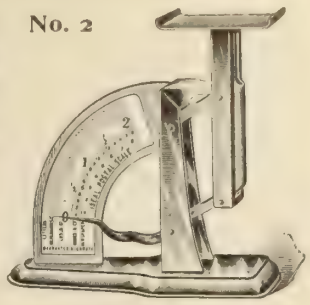
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Fox, Duffield & Company, Publishers

The International Quarterly

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midst of the present the author suddenly whisks us into an enchanted place and age.

MacGrath, Harold. "The Princess Elopes." An extravagant romance of a European duchy, with all the charm of Anthony Hope at his best. It tells how the princess plotted to prevent a disagreeable marriage with one man and fell in love with another.

Osbourne, Lloyd. "The Motormaniacs." Cloth 75 cents. In these stories Mr. Osbourne has taken the vogue of the motor car at its height, and made it serve its full purpose of novel and ingenious fun.

L. C. Page & Co., Boston.

In addition to their books controlled on the Canadian market by the Copp-Clark Co., Limited, L. C. Page & Co. have several other interesting publications this Spring, including fiction, travel, etc. The selections made by this firm can always be relied on to be of a high order of literary merit, and their books are made with an eye to artistic excellence. The following choice volumes deserve the attention of Canadian dealers:

Flower, Elliott. "Slaves of Success." Illustrated. Cloth $1.50. As in his first success, "The Spoilsmen," Mr. Flower has taken politics as his theme, but this time he has entered the broader field of state and national politics, instead of municipal. His characters are one and all successfully delineated.

Gallizier, Nathan. "Castel del Monte." Illustrated. Cloth $1.50. A powerful romance of the fall of the Hohenstaufen dynasty in Italy. The author has introduced all the mysticism and fatalism so characteristic of the middle ages, and has interwoven a love story of sympathy and charm.

Haggard, Colonel Andrew C.P. "Silver Bells." Cloth $1.50. Disappointed in love, Geoffrey Digby leaves his English home and comes to live among the Indians in Canada. He becomes a mighty hunter and meets a fascinating Indian maiden called "Silver Bells," with whom he falls in love. The book is full of adventure, into which the love interest is cleverly woven. To the hunter and the lover of the woods the story appeals strongly.

Roberts, Morley. "Lady Penelope." Illustrated. Cloth $1.50. The setting of this new story by the author of "Rachel Marr" is the "upper crust" of modern English society. Lady Penelope has a large number of suitors, and her method of choosing her husband is original and provocative of delightful situations.

McCracken, W. D. "The Fair Land Tyrol." Fully illustrated. Net $1.60. Mr. McCracken's extensive travels through the Tyrol render him a fitting medium to present its history, its scenic charms, the quaintness of its customs, and the personality of the Tyrolese to the reading public.

BOOKS OF THE MONTH

Cahan, A. "The White Terror and the Red." New York: A. S. Barnes & Co. At the present time when the eyes of the world are turned upon Russia in her giant struggle with a formidable external force, Mr. Cahan's book is a timely contribution to the study of the social and political conditions, which explain at once the strength and the weakness of this great nation. Tersely and clearly he sets before the reader the "White Terror" of a traditional, absolute monarchy, backed up by a powerful aristocracy and an elaborate system of official espionage — a Nihilism, altruistic in its motive but destructive in its tendency—and the "Red Terror" of an oppressed people aroused at times under the instigation of its Nihilist leaders to conflict with its oppressors, and at other times under official connivance to savage outbursts of anti-semitic outrage.

Ganz, Hugo. "The Downfall of Russia." Toronto: The Copp, Clark Co., Limited. A book for the times. Russia as she exists to-day is here portrayed in a series of graphic descriptions, covering the social, economic and literary conditions of this truly great nation, while the defects of her political system are pointed out and emphasized. The writer sees in the present regime the fruitful source of impending calamity, and in the unsuccessful issue of the present war the only deliverance from an oppressive bureaucracy and an intolerable police system. The book is well written. The treatment is sympathetic yet unbiased, and the judgments based upon close observation and the highest testimony.

Green, Anna Katherine. "The Amethyst Box." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. A mystery story with many windings and false trails. Two beautiful girls, one on the eve of her wedding, are involved in a poisoning case. All manner of theories are advanced, while only in the last chapter is the problem solved. It is so exciting a story that there is no putting it aside.

Hardwicke, Henry. "The Art of Rising in the World." New York: J. S. Ogilvie Publishing Co. Paper covers 25 cents. An excellent manual for the guidance of young men starting out on life, emphasizing the virtues of industry, courage and integrity. The book is well written, and the author's points are enforced by many historical examples.

Jerdan, Rev. Charles. "Gospel Milk and Honey." Seventy short sermons for young people. Edinburgh: Oliphant, Anderson & Ferrier. Cloth 5s. The writer has adopted an admirable method of impressing gospel truths by means of graphic illustrations taken from both ancient and modern history. The sermons are thus rendered instructive, not only from the spiritual side, but from the mental as well. The book is excellently printed and can be warmly recommended.

MacGrath, Harold. "Enchantment." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. A volume of short love stories, some frivolous, some serious, but all thoroughly delightful. One of the best tells of the breaking of the bank at Monte Carlo. Another clever story mingles politics and love in a tale of a municipal election.

MacGrath, Harold. "The Princess Elopes." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. Just about as good a story as Anthony Hope's "Prisoner of Zenda," only less serious in its theme. It tells how a certain princess, compelled to marry against her wishes, makes an unpremeditated elopement with a young American, in whom she is interested. The romantic atmosphere of youth and love are to be found on every page.

Mackie, J. B. "Margaret, Queen and Saint." Illustrated from wood cuts. Edinburgh: Oliphant, Anderson & Ferrier. Cloth 1s. net. In this readable little volume a tribute is paid to one who, eight centuries ago, did so much to raise Scotland from barbarity to a Christian civilization, and whose influence has ever since been potent in that country. Her story is told with a fine literary style.

McCarthy, Michael J. F. "Catholic Ireland and Protestant Scotland: A Contrast." Edinburgh: Oliphant, Anderson & Ferrier. Paper 6d net. An address delivered last November in Edinburgh on the effect of religion on the social life of Scotland and England.

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McLeod & Allen, Publishers, 37 Melinda St., Toronto

MAGAZINE COUNTER

FEATURES OF CURRENT NUMBERS.

MAGAZINES seem to possess just as much individuality as persons, and that is why the different magazines appeal to different tastes. It is for the dealer to study out and familiarize himself with the peculiarities of each particular periodical. Then he will know that Everybody's will appeal to a certain business man, when the Red Book will not, and that he could sell a Pall Mall to an English immigrant, when no amount of persuasion would induce him to buy a Munsey.

As usual, the following notes on current issues have been prepared to assist dealers in familiarizing themselves with the current or forthcoming issues.

Arena (May) contains "Japan as Viewed by a Native Socialist," "Stephen Phillips: Poet and Dramatist," "America in the Philippines," "The Assured Results of Direct Legislation in Switzerland," etc.

Atlantic Monthly (June) will contain "Dull Plumes and Gay," by John Burroughs; "Federal Rate Regulation," "Generosity and Corruption," "Village Improvement," "The Spirit of Japanese Art" and "The Cause of South American Revolutions," etc.

Booklovers (May) is extremely well illustrated, and contains "The Protective Mimicry of Insects," "The Birth of Fashions," "Sailing as a Fine Art," "The Chancellor of the Exchequer," "Railroad Landscape Gardening," etc.

Canadian (June) will contain "Winnipeg in 1904," by A. F. B. Clark; "The Simplon Tunnel," by Arthur Tarbell, a sketch of Dr. Robert Tait McKenzie; "Public-house Trusts," by Russell Elliot Macnaghten, and stories by Cy. Warman, Theodore Roberts and others.

Cosmopolitan (May) contains "The Philosophy of Staying in Harness," "Hunting with a Camera," "The Coal Industry of the United States," "Three Great Sieges of History," besides stories.

Critic (May) contains, in addition to many excellent portraits of literary celebrities, articles on "Dr. Osler," "The Schiller Centenary," "A Dinner with Balzac in a Lunatic Asylum," etc.

Everybody's (May) contains "The West Coast Land Grafters," "Frenzied Finance," "The Greatest Trust in the World," with numerous short stories of special interest.

Lippincott's (June). The long story promised for this number will be by Cyrus Townsend Brady and will be called "The Lady from the Sea." There will also be several short stories.

Literary World (April). This interesting English publication has recently been converted from a weekly into a monthly. In its new form it provides much interesting reading, including "Table Talk," book reviews, sketches of authors, histories of publishing houses and a serial story of merit. Each number is illustrated with numerous plates.

McClure's (June. Special attractions will be Samuel Hopkins Adams' article on "Typhoid," "The College Athlete," "Great Masters of Literature," and several excellent short stories.

Outlook (May 6). A most interesting number containing such instructive articles as "The Oil Fields and Pipe Lines of Kansas," "Two Great Violinists," "The Personality of Schiller," "Old and New in Church Building," etc.

Pall Mall (June) will contain "The Wunderkind," "The Origin of Life," "London's Picture Gallery," "A Model Aquarium," "Mr. Lloyd George, M.P.," "London at Prayer," and other articles and stories.

Quarterly Review (April) contains "Lord Dufferin," "The Wanderings of Odysseus," "H. Taine," "The Care of the Insane," "The Collected Works of Lord Byron," "Pearls and Parasites," "The Early Roman Emperors," "Preference: The Colonial View," etc.

Recreation (May). Among the contents are "Nests, Nesting and Nestlings," "The Trail of the Cavaliers," "How to Start a Balanced Aquarium," and "Canoeing on the Delaware." The illustrations are excellent.
pose of novel and ingenious fun.

Review of Reviews (May) contains several articles on "American Municipal Problems and Progress," "Organized Labor and its Problems," "The New Executive of the Panama Canal," "The Reconstruction of China," etc.

World To-day (May) contains "Russia's Internal Problems," and other articles on Russia, "The Man That Made the Canadian Pacific Railway," "The Chicago Traction Tangle," "In Indian Mexico," etc.

SERIALS IN THE MAGAZINES.

IT is sometimes convenient for dealers to know what authors are at present contributing serials to the various magazines, as readers frequently inquire about such things. For example, the reader who has breathlessly perused "The Masquerader," by Katherine Cecil Thurston, will be eager to read her next book. It happens that a new story by her is now appearing serially in a prominent magazine, and this information conveyed to the reader may lead to the sale of the aforesaid magazine. A few of the best serials now appearing are here listed:

"The Mystics," by Katherine Cecil Thurston, in Blackwood's.

"Kipps," by H. G. Wells, in Pall Mall.

"Giant Circumstance," by John Oxenham, in Chambers'.

"The Coming of the Tide," by Margaret Sherwood, in Atlantic.

"The House of Mirth," by Edith Wharton, in Scribner's.

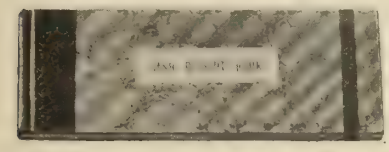
"The Occultation of Amidon," by Henry Quick, in Cosmopolitan.

"Lafayette," by "Max Pemberton," in Strand.

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No. 111, 50s, linen laid, pressboard covers, $1.20; No. 112, 100s, linen laid, pressboard covers, $1.80; No. 113, 200s, linen laid, 2 on sheet, perforated, cloth covers, $3.60; No. 114, 300s, linen laid, 3 on sheet, perforated, cloth covers, $4.80; No. 115, 400s, linen laid, 4 on sheet, perforated, cloth covers, $6.00; No. 123, 200s, linen wove, lithographed in colors, 2 on sheet, cloth covers, $4.80; No. 124, 300s, linen wove, lithographed in colors, 3 on sheet, cloth covers, $6.00; No. 125, 400s, white wove, lithographed in colors, 4 on sheet, cloth covers, $7.80; No. 140, Pocket Cash Receipts, 100s, white wove, board covers, elastic band, $1.20; No. 142, Vest Pocket Receipts, 78s, white wove, board covers, elastic band, 40c.; No. 153, French, 80s, super-calendered, perforated, marble sides, cloth back, 40c.; No. 280, white wove, perforated, cloth covers, per gross, $4.80.

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Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

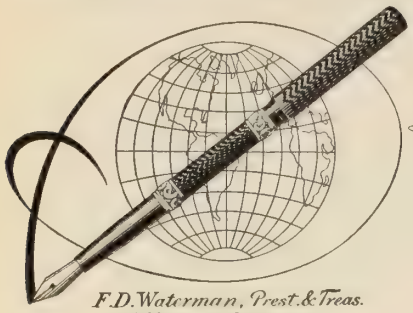
The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100s. fillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00.

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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To the Editor

Canadian Bookseller and Stationer,

Toronto, Ont.

Dear Sir:-

Will you be kind enough to announce, through the medium of your publication, the fact that we intend moving into more commodious quarters at No. 136 St. James St., Montreal, on Monday, May 8th, 1905.

At this location we expect soon to begin to manufacture, and will carry an enlarged stock of Waterman's Ideal Fountain Pens (and L. & C. Hardtmuth's Pencils) and maintain a better-equipped department for taking care of Repairs and Exchanges required by our Canadian Trade.

Yours very truly,

L.E. Waterman Co.
of Canada, Limited



PUBLISHERS' ANNOUNCEMENT

A NEW and enlarged edition of R. G. MacBeth's "The Making of the Canadian West," is in the course of issue by William Briggs. In addition to other changes, a very interesting chapter is added dealing with the rapid growth of the farther west, particularly British Columbia and the Yukon Territory.

* * *

A new book by Rev. Charles Wagner, author of "The Simple Life," is announced for early publication in Canada by William Briggs. It is a collection of talks to young people on character and conduct, under the suggestive title of "On Life's Threshold."

* * *

Miss Weaver's "Canadian History for Boys and Girls," which has for some time been authorized for use in the Protestant schools of Quebec, by the Committee of the Council of Public Instruction, has now been authorized by the Department of Education for use in the public schools of Ontario. It is an excellent text-book, written in a style to interest the youthful students, who have too often found the study of Canadian history dry and uninviting. (William Briggs).

* * *

The new cheap edition of the Henty stories (25 in all) published by William Briggs and the Copp, Clark Co., has found instant favor with the trade. The orders taken by the travelers of these houses on their Spring import trips have been far in excess of expectations. The books will be ready for delivery early in the Fall.

* * *

"The Marriage of William Ashe" holds its place this month as the best selling book in England, the United States and Canada.

* * *

Three thousand copies of the Canadian edition of Mrs. H. Rice's new story, "Sandy," were distributed on the day of issue. It is bound to be one of the leaders this Summer. (William Briggs).

* * *

An interesting item of book news is the announcement of the re-issue this Autumn of Mrs. Traill's "Studies in Plant Life," with plates reproduced from drawings by Mrs. Chamberlin, the well-known artist of Canadian wild flowers. The book is strongly commended by Prof. Macoun, botanist and naturalist to the Dominion Parliament, and Dr. Fletcher, botanist and entomologist to the Ottawa Experimental Farm. (William Briggs).

* * *

A collection of William Wilfred Campbell's poems, containing all of his work (save dramatic verse) that he cares to preserve permanently, will be published during this coming Autumn by William Briggs. There are many who place Mr. Campbell at the head of the Canadian poets of the present day. Be that as it may, this forthcoming volume will undoubtedly be one that would enrich the literature of any land, and it should find its way into every representative collection of Canadian writers.

* * *

This month L. C. Page & Co., Boston, are publishing "Brothers of Peril," a capital story of old Newfoundland, by Theodore Roberts, one of the members of the talented Roberts family. The illustrations are by H. C. Edwards, and are reproduced in tint.

* * *

Among the May publications of the Copp, Clark Co., Limited, are paper editions of three important novels hitherto only published in cloth. They are: "The Hound From the North," by Ridgwell Cullum; "The Crossing," by Winston Churchill, and "A Ladder of Swords," by Sir Gilbert Parker. (75c.)

* * *

Librarians, and in fact all buyers of books, would do well to examine "The Cumulative Book Review Digest," published by the H. W. Wilson Co., Minneapolis. The Digest comes to fill a long-felt want. It gives in concise form just what every book treats of, together with an epitome of what the best critics have said about it. It will form an admirable addition to this company's excellent cumulative indices of books and magazines. To the bookseller it should prove a great boon in assisting him both in buying books and in filling the needs of customers. ($5 per annum).

* * *

Recent additions to that charming series of books, the York Library, published by George Bell & Sons, London, include "The Thoughts of Marcus Aurelius Antoninus," and "The Thoughts of Blaise Pascal," both famous classics. The merits of the York Library editions have frequently been enlarged upon in these columns. (Each, in cloth, 2s. net).

* * *

This year witnesses the tercentenary of the famous Spanish author, Cervantes, and in many countries the event is being celebrated by his admirers. Numerous new editions of Cervantes' masterpiece, "Don Quixote," have been published in honor of the occasion. Among them can be recommended the excellent York Library edition in two small volumes, published by George Bell & Sons, London. (2s. per volume).

* * *

Possibly the most important announcement of the month is that McLeod & Allen are issuing a new and cheaper edition of that charming romance, "The Wings of the Morning" by Louis Tracy. The paper edition will sell at 25c. and the cloth edition at 50c. Their reason for marketing this cheap edition is to whet the popular demand for the works of this author and pave the way for the issuing of his new story, "The Great Mogul," to appear shortly. (Cloth, $1.25; paper, 75c.)

* * *

"On Tybee Knoll," by James B. Connolly, which A. S. Barnes & Co., of New York, are just publishing, is a vivid and stirring story of the fight with the sea by the engineers and harbormen who dredge channels to clear the way for the ships. Mr. Connolly's story has been elaborately illustrated in colors.

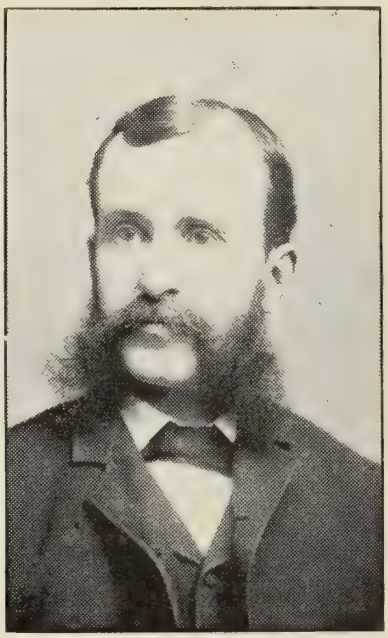
* * *

L. C. Page & Co., Boston, have in preparation for early publication the following books: "Brothers of Peril," a story of romantic adventure, dealing with the now extinct tribe of Beothic Indians in old Newfoundland, by Theodore Roberts; "The Grapple," a strong work, in which the theme is the struggle between unionism and non-unionism; "The Rival Campers," by Ruel P. Smith, the best story of boys' adventure ever issued by this house, and one of the most entertaining ever offered to the public; "Mrs. Jim and Mrs. Jimmie," a companion volume to "The Second Mrs. Jim," by Stephen Conrad.

LIBRARY COLUMN

THE ONTARIO ASSOCIATION MEETS.

ON Monday and Tuesday, April 24 and 25, a most successful meeting of the Ontario Library Association was held in the Canadian Institute, Toronto. Among those present were the following: W. Tytler, Guelph; W. A. Bradley, Berlin; W. W. Rutherford, Aylmer; R. J. Blackwell, London; A. Sheldrick, Chatham; R. Alexander, Galt; J. E. Kerr, Galt; W. K. T. Smellie, Deseronto; Norman Walker, M.D., Niagara Falls; W. J. Robertson, St. Catharines; I. M. Levan, Woodstock; Miss M. I. Robb, Woodstock; Jos. Hoag, Brantford; Frank B. Gregory, Collingwood; Carrie A. Rowe, Brockville; Effie A. Schmidt, Berlin; Patricia M. Spereman, Sarnia; Edith Sutton, Smith's Falls; Norman Gurd, Sarnia; H. A. Beaton, Walkerton; W. A. Silvester, Stouffville; F. A. Fraser, Markham; Lois Saunders, Queen's University, Kingston; Mrs. Geo. Willis, Uxbridge; J. W. Humphrey, Chatham; Peter Fischer, Waterloo; A. W. Cameron, Streetsville; M. T. Butters, Niagara Falls; Janet Carmachson, Niagara-on-the-Lake; E. A. Hardy, Toronto; A. B. Macullum, Toronto; A. Hunsten, Hamilton; W. W. Covering, Hamilton; Alex. Steele, Orangeville; Richard Lees, St. Thomas; H. A. Lauell, Smith's Falls; J. H. Knight, Lindsay; E. M. Davies, Guelph; E. Weber, Burlington; W. J. Hamilton, Picton; James Bain, Toronto; W. F. Moore, Dundas; M. L. Stevens, Toronto; Hester Young, University of Toronto library; E. D. Henwood, Brantford; L. J. Burpee, Ottawa; H. H. Langton, University of Toronto; E. L. Hill, Guelph; Melvil Dewey, Albany, N.Y.; Miss W. E. Ahern, public library, Chicago, Ill.



W. J. Robertson.
President 1905-1906 Ontario Library Association.

At the opening session on Monday afternoon, a paper on "Classification" was read by Miss Effie A. Schmidt, of Berlin, in which special reference was made to the Dewey system of catalogues. The system classifies books into ten departments, all of which are again subdivided on the decimal system. The cost of transferring from the "mechanics' institute system, as employed in the Toronto library, was placed at $400 for a town like Berlin.

A discussion followed, in which Mr. R. J. Blackwell, of London, supported the Dewey system as suitable for both large and small libraries. He compared the Toronto and Hamilton library systems, much to the advantage of the latter. Dr. James Bain, of the Toronto library, defended the system in his library. Mr. Melvil Dewey, of Albany, N.Y., the originator of the system, spoke in its defence, showing that it was invented in recognition of three truths: that no library had money enough, that economy was needed, and that co-operation in a common system was the only thing that would reduce the expense of catalogues. The growing tendency to admit the public to the library shelves was also a justification for the new system. Others who took part in the discussion were: Messrs. G. B. Hoag, of Brantford, W. A. Bradley, of Berlin, A. Sheldrick, of Chatham, and W. G. G. Smellie, of Deseronto.

Mr. E. A. Hardy, B.A., then introduced the subject of "The Merits and Defects of Our New Public Library Buildings," and several of the delegates took part in the subsequent discussion. The unanimous testimony of those present was that a hot water system of heating was preferable to both steam and hot air.

At the Monday evening session the retiring president, Mr. W. Tytler, of Guelph, delivered an address, and Mr. Melvil Dewey followed with an interesting speech on the development of the public library. During the past fifty years, said the speaker, 103 library laws had been passed by forty states of the union, and $16,000,000 given in subscriptions. A social hour followed this address.

On Tuesday morning, Mr. A. W. Cameron, of Streetsville, opened a conference on the effect of the Ontario Government's interpretation of the regulation controlling the grant to public libraries. He was of opinion that the life of the small library depended on a generous interpretation of their needs by the Government. The past experience of libraries was that the Government practically supplied them with books and required only a good maintenance of the library. Last year, however, the grants were brought down to a maximum of $200 on the basis of a grant of dollar for dollar of money actually spent on books, not more than 20 per cent. to be expended on fiction.

Dr. James Bain delivered an address on "Canadian Government Publications." He urged that the Government should select a number of public libraries throughout Canada, and furnish them with all blue books, reports and documents, fitting them as first-class depositories. Mr. N. Gurd spoke in favor of exercising special care regarding Canadian historical books, and against the general increase in the importation of objectionable American magazines.

The officers for 1905-1906 were then elected as follows: President, W. J. Robertson, B.A., St. Catharines; first vice-president, W. Gurd, Sarnia; second vice-president, Albert Sheldrick, Chatham; secretary, E. A. Hardy, Toronto; treasurer, A. B. McCallum, Toronto; executive councillors, James Bain, D.C.L., of Toronto; A. W. Cameron, of Streetsville; Rev. A. Bradley, of Berlin; J. P. Hoag, of Brantford; W. Tytler, B.A., of Guelph; W. K. T. Smellie.



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Postcards

An entire volume would be necessary to adequately describe the marvellous new line of Picture Postcards which we are adding to our already stupendous collection this year. The "Oilette" Postcards alone, which have won fame in every corner of the globe as delightful little Miniature Oil Paintings, have just been awarded at the Earl's Court Postcard Exhibition **a Special Gold Medal,** the second within eight months.

Calendars and Block Calendars

Father Time, who, may be said to be always up to date, has a golden path to follow when in company with our Calendars. He puts away the scythe, and in its stead carries with him the Easel and Palette, the emblem of artistic advance, for, as in all other classes of our publications, so it is with our Calendars, theirs is a story of progress from beginning to end. It was difficult to imagine last year that there could be any further progress, but, behold, to-day, we are presenting to you a Collection considerably increased in quantity, and at the same time of a quality that has hitherto been unapproached. Great strides have been made forward. In a Collection of so many hundreds, each item in itself a work of art, it is impossible to particularize. We must not, however, omit to mention that the "Rag Time" Calendars first produced by us last season, have proved so unprecedented a success, that we have brought out a considerably larger line of these publications, and further, it is impossible for us to say too much in praise of the beautiful and unequalled "Oilette" Calendars, of which we have also a considerably more varied selection to meet the great demand for these choice productions.

Books and Toy Books

Father Tuck has also been busy at his Easel and with his Palette. He has covered miles upon miles of canvas with beautiful pictures for his little people, canvases that we have stretched—what shall we say—well, all over the world, for have not Father Tuck's Toy Books found a place in every home that is lit with the smiles of childhood? Father Tuck has also been busy with his pen, and stories more lovely than ever, accompanying the pictures—stories and drawings not alone to amuse and charm, but also to educate and instruct, and thus to elevate.

Mention, too, must be specially made of Father Tuck's own particular favorite—his "Annual," which flourishes year after year, and becomes more and more deeply endeared to the young folk.

Once again, then, thou dear, trusted **"EASEL and PALETTE,"** go forth on thy loving mission; hie thee to the furthermost corners of the earth, and testify by thy presence on every Christmas and New Year Card, Postcard and every Art missive of the house of **"TUCK"** to their true and sterling merits. Again, carry joy and happiness to numberless homes throughout the "wide world," shine ever a lofty beacon to all lovers of Art, and continue to hold high the name and fame of the house of **"TUCK"** whose faithful and devoted harbinger of "glad messages to all the world" thou hast ever been!

May we, in conclusion, bespeak once again from you personally your valued, welcome reception of our dear Easel and Palette and subscribe ourselves, as of old.

Yours very faithfully,

RAPHAEL TUCK & SONS CO, LIMITED.

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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AUSTRALIA, (W. H. Sharland, Jr.,) Steamships Building, Adelaide.

Subscription, Canada and the United States, $1.00.
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Vol. XIV MAY, 1905. No. 5

NEW ADVERTISEMENTS.

Fox, Duffield & Co., New York.
McLeod & Allen, Toronto.
Spencerian Pen Co., Birmingham, Eng.
Tuck, Raphael, & Sons Co., New York.
Waterman, L. E., Co., Montreal.

AN OLD QUESTION.

SOME hot heads in Canada are of the opinion that some legislation should be introduced which, by taxing American newspapers and periodicals, would so increase their price that the cheap and objectionable publications would be kept out of this country. While admitting the patriotic motives which doubtless prompt these people, it must be apparent that they are going about the work in a wrong way.

To tax American publications would not only antagonize the publishers, but would arouse the ire of the whole American people. They admit our newspapers and carry them in their mails just as we carry theirs. It would scarcely be the right thing to attempt to shake an arrangement which is of mutual advantage.

The remedy lies in quite another direction, and is of a two-fold character. First, we would impress the efficacy of education. When Canadians are properly alive to their own interests, both national and imperial, they will view these objectionable importations with repulsion where now they hail them with delight. There is nothing like a sane, common-sense patriotism to convince a man of the worthlessness of much of this imported trash.

The second remedy will be applied when the Government of Great Britain sees fit to reduce the postage on British publications. There are many British newspapers and periodicals which are almost unknown in this country. A wider circulation of these papers would occasion a reduction in the demand for the American papers.

It must not be imagined that we are condemning American publications wholesale. There are a great many exceptions. There are many magazines, weeklies and newspapers of an international reputation published in the United States, the loss of which to Canadian readers would be greatly regretted.

* * *

He who would be a master in business must for all time be a diligent student of business methods.

* * *

NEW COPYRIGHT REGULATION.

BY the new copyright law recently passed by the United States, practically a year's grace is given to authors of books in foreign languages, who may desire to have their works translated and printed in the United States. Heretofore the publication of any foreign book had to be simultaneous in the country in which it was written and in the United States, in order to obtain copyright protection in the latter country. It will be seen that so far as the foreign author is concerned, a great disability has been removed. The year's grace should afford ample time to secure a good translation and complete arrangements for having any book printed, bound and published in the United States.

But, while the new regulation is certainly beneficial, the United States' generosity has not been at all of a self-denying variety. The requirement that to secure copyright a book must be printed and bound within the country, still holds, and this, after all, is the main consideration. It makes little difference whether a book is printed now or a year hence.

So far as the English or Canadian author is concerned, the change makes no difference. There is still the necessity for a second simultaneous printing in the United States, to secure copyright there. A few people across the border look upon this restriction as unfair, and their opinion is voiced by the New York Nation, which says: "If Congress cannot make up its mind to revoke this wasteful rule, at least it may be hoped that the one year's option of copyright granted to foreign authors and publishers may be extended to our kinsmen across the sea."

* * *

Characters are not built up by besmirching the reputation of competitors.

* * *

WHIST CLUBS.

ON another page there appears a short account of the contest for the Goodall Cup at the Congress of the Canadian Whist League. The competition was very keen and aroused considerable interest all over the country. There were a large number of entries, representing whist clubs in several Ontario cities.

The reason for referring to this competition here, where such things are apparently out of place, is that we wish to draw our readers' attention to the value to

them of having whist clubs organized in their vicinity. The formation of a club means an increased demand for players' sundries. The ordinary requirements of the place in the matter of cards, etc., will be found to grow very appreciably upon the starting of a whist club.

When we come to examine the field, it is soon apparent that there are many places where work could be done in the direction of organizing clubs. Let our readers, who deal in players' supplies, take a look around in their neighborhood and see what the lay of the land is. Then, if conditions appear favorable, let them by suggestion or otherwise, set about the work of organization.

* * *

There is a wealth of serviceable information in the advertisements in this issue.

* * *

TRADE AT HOME.

IT is the duty of every business man to inculcate in the citizens of his town the desirability of buying from home merchants. This is not a matter for sentimental theorizing. The evil of patronizing outside stores is present, and it must be combatted by retail merchants with vigor and dispatch.

It requires no argument on our part to prove that this is unfair. The whole fabric of civil life depends upon the organization of every element of the town for the common good. The merchant invests more or less money in his stock and store; he pays taxes on this; he pays wages which enable his clerks to live and contribute their share to the general fund; the public institutions of the town are to a large extent dependent upon his generosity; it is through the mutual intercourse of the farmers and himself that a market is established; the schools are supported largely through his taxes. Everything in the town which depends upon good citizenship, generosity and enterprise, is directly supported or largely benefited by his presence.

What does the mail order store in the big city do for the town? Its proprietor pays no taxes, employs no men, has absolutely no stake in the place. The maintenance of good streets and public buildings are of no account to him. His influence is on all sides injurious. In the closing or weakening of the retail stores he does a double injury. Not only is the merchant ruined, but the numerous clerks and workers who are contributory to his business are thrown out of employment. So the town loses the benefit from this class also. The mail order house is always drawing the money away from the town; it contributes in return nothing.

These are facts which should be kept before the people. It is not sufficient for the merchant to know that such conditions are not right. He should start a crusade against them; get the local newspaper interested in it and then set about stirring up public sentiment against the unfair practice. Let him, however, never forget that the best weapon to use in such a campaign is up-to-date merchandising. If possible, beat the mail order man on his own ground.

THE INTERDEPENDENCE OF BUSINESS.

FEW merchants realize just how much the success of their neighbor's business influences their own business. They seem to imagine that the welfare of their business depends entirely on their own exertions. They consequently become narrow in their outlook and adopt a don't-care attitude towards their neighbor and his interests.

As an example of this, take the connection between the sale of books on flowers and the sale of flower seeds. The bookseller across the street makes a sale of a book on flower gardening to a man who has hitherto never had his attention drawn to or his interest awakened in this agreeable pursuit. He takes the book home, looks over the illustrations and conceives a desire to surround his home with plants and flowers. He reads the book and learns how to cultivate flowers successfully. Next day he will probably enter a grocery store and buy a selection of seeds.

Did the grocer sell those seeds? In a way he did, but it is much more probable that the bookseller across the way actually sold them. It was through his good salesmanship that the aforementioned man bought the book on gardening, and if the latter had not bought it, it is not likely the grocer would have sold the seeds to him.

A moment's reflection will suffice to call up a number of examples similar to this, all of which teach the important lesson of the interdependence of business in any town or city.

* * *

A bright "ad." will wake up dull customers.

* * *

DISTRIBUTE YOUR INSURANCE.

DO not have your insurance so placed that it will all expire on the same day. Many merchants do this and claim as their reason that it is easier to keep track on it that way than if they had to pay a number of premiums at different times. There are a number of very weighty reasons why the insurance should be distributed. In the first place it is just possible that you may forget to renew your policies, and then the store is absolutely without protection. Many exigencies may arise to prevent you looking after this matter on some particular time. You may be called out of town temporarily and detained over the time for renewal. Sickness or a press of other business may cause it to slip your mind. Yet if a fire occurred during the time after the policies had lapsed you would suffer a total loss.

Another feature of the case which is worthy of attention is your comparative independence if you have your insurance divided up into a number of policies which expire at different times. You are in a far stronger position to deal with the insurance companies. There can be no possible chance of the company holding you up unduly, as they could if they knew that your whole insurance expired on that day. You would have to accept their terms or take a chance, for a time at least, of the loss of your entire establishment. This is a matter which merits your closest consideration. Do not concentrate your securities too much.

FINANCE

THE Penny Bank, which was opened in Toronto in April, is an interesting institution. Its object is to encourage a spirit of thrift among school children. Educators never tire of telling how powerful are the habits of the child in moulding his future career. The habit of saving, which is developed in the child by opening a bank account, should be of inestimable value in later life. The name of "Penny" is justified by the fact that deposits as low as 2c. are received. No director or anyone associated in the work, can receive anything for his services. Only those in the actual employment are paid, so that the object of those interested in the bank is entirely philanthropic.

* * *

There are thirty-four chartered banks in Canada. The total authorized capital is $100,546,666. The paid-up capital is $81,431,491, and the reserve fund $54,711,209. The notes in circulation amount to $58,828,919.

* * *

Advocates of municipal ownership of the public utilities will see an interesting experiment worked out in Chicago during the next two or three years. The election last month of Mayor Dunne ensures the city taking over the street railways as soon as the franchises expire, which will happen in the next few months. On the success or failure of this trial will depend the whole question of civic ownership for years to come.

* * *

The conditions in Chicago might serve as an object lesson not only to civic authorities but to the corporations who control the public utilities. By inefficient service and excessive rates, a company which has a monopoly may increase its dividends for a few years. But the public will not put up with these injustices indefinitely. An upheavel is bound to come sooner or later, and the corporations will be only subserving their own best interests when they recognize this and commence giving a fair service. The organization of independent telephone companies, and the taking over of franchises by municipalities, are outward evidences of the same condition. The public has become tired of being held up by these monopolies.

* * *

A new fire insurance company has been incorporated in Canada, under the title of the Richmond and Drummond Fire Insurance Co. It is intended to begin operations with a subscribed capital of $250,000, 25 per cent. paid up. A further call of 5 per cent. will be made annually for the next three years, making 40 per cent. in all, or $100,000 cash capital.

* * *

The probability of a serious loss by fire is materially reduced, and fire insurance rates are favorably affected, if the insured maintains a reliable private fire alarm system. In certain classes of buildings as large factories, hotels, public institutions where large numbers of inmates are housed, theatres, etc., the necessity for the installation of every type of apparatus, automatic or manual, which tends to hasten the turning in of fire alarms needs no emphasis. Alertness in the detection of fire outbreaks may save thousands of dollars' worth of property and perhaps human lives as well.

SIGNS

Write for our new Catalogue giving illustrations and prices of different style Signs, and when you receive it sit down and think how much better your Store will appear when you have one of our Signs in position. Your Store Front should appear as bright and fresh as the goods you have for sale. It is the sole introduction to prospective customers.

Canada's leading Sign Writers

THE MARTEL-STEWART CO., LTD.
681-683-685 Craig Street, - Montreal, Canada

Silence is Golden

Especially when you wish to write quietly. Secure restful quiet by using GOLDEN SILENT SMOOTH-writing

Koh-I-Noor Pencils

Mephisto Copying Pencils 73B and 77 are conceded to have the largest sale of any copying pencils now on the market, and they cost no more than inferior makes.

Other well-known high-grade lines are Koh-I-Noor Tracing Cloth ; " H " Pliable Rubber, Grey and Pink.

The Brown Bros., Limited, Toronto
Direct Canadian Importers

JOHN HEATH'S PENS

A good Pen is a good servant, and John Heath's Pens- are made to serve!
Always Ready and Always Willing.
They were 'first' 45 years ago, and are still leading the way. British made of British Steel
Write for Sample Card
and see which suits you best.
London Agency: 8, St. Bride St., E.C.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS
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ACCOUNTS SOLICITED
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The Barber & Ellis Co'y Limited

TORONTO Factory: BRANTFORD

OUR ENVELOPE FACTORY IS NOW
IN COMPLETE RUNNING ORDER.

We are making seven different sizes of COIN ENVELOPES. :: ::

Also PENCE, two sizes of DRUG, and PAY ENVELOPES. :: :: ::

PRICES LOWER THAN EVER.
SAMPLES ON APPLICATION.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - - $3,500,000

HEAD OFFICE : TORONTO, CANADA

HON. GEO. A. COX, Pres. **B. E. WALKER**, General-Manager.

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TRAVELLERS' LETTERS OF CREDIT

The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

BANK MONEY ORDERS

AT THE FOLLOWING RATES:

$5 and under	3 cents
Over $5 and not exceeding $10	6 cents
" 10 " " 30	10 cents
" 30 " " 50	15 cents

These Orders are **Payable at Par** at any office in **Canada** of a **Chartered Bank** (Yukon excepted), and at the principal banking points in the **United States.**

Negotiable at a fixed rate at The Canadian Bank of Commerce, London, Eng.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office ***Toronto, Ont.***

Capital -	$1,500,000.00
Assets, over - -	3,300,000.00
Annual Income -	3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,043,678.59.
LOSSES PAID SINCE ORGANIZATION, $25,868,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East, - - Toronto, Canada.

This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street, Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

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Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
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Offices, Bank of Toronto.
Tel. Main 3813. - - - - - - Toronto, Ont.

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Barrister, Solicitor, Notary, Conveyancer, etc.
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The following institutions for the education of business men's sons and daughters are recommended by this paper:

St. Margaret's College, Toronto

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director.
MRS. GEORGE DICKSON, Lady Principal.

METROPOLITAN

Telegraphy, Shorthand, Commercial, Civil Service, Banking Courses, the Best in Canada. We guarantee to place every competent Student. Ask for a list of our Students placed during the last three months. One or all courses same price. No Restrictions.

METROPOLITAN BUSINESS COLLEGE.
R. A. FARQUHARSON, B.A., Principal,
44 Bank St., Ottawa, Can.



THE
UNDERWOOD

The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO
and at
99 ST. FRANCIS XAVIER STREET, MONTREAL

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

THE INVENTOR OF THE MUSICAL POST CARD.

From the Stationery World

WE shall feel strange perhaps at first, but we shall soon get used to putting our morning correspondence on the gramaphone and hearing it ground off in tabloids of speech of Spartan simplicity and brevity. We can easily imagine what character it would give to every message to hear the voice; how accurately the temper of the writer could be gauged, and how effectively the long winded would get "cut-off" when the expanse of the disc had been covered. It would act as a sort of automatic guillotine, with no end of advantages.

Already we have stepped into the age when actresses sing to us through the post, and a celebrity, like Mr. Chamberlain, limits his eternal fiscal policy to the 8-inch circumference of the post card disc. It is, indeed, the age of labor-saving devices.

The inventor of the musical missive is Max Ettlinger, the youthful head of the comparatively old-established post card firm of M. Ettlinger & Co., 10 Long Lane, Aldersgate, the company being Mr. Ph. Wallach, who has joined Mr. Ettlinger some time ago. He is the infant prodigy of the stationery world, so to speak, who has captured more small fry in this particular line than, perhaps, any young, and many elderly men, who have ever tried their hand at business.

Max Ettlinger is a youth of 20—the sage of a big business and the inventor of one of the greatest novelties in post cards that has yet been devised. He is juvenile in appearance, and a great mass of hair scatters itself picturesquely over the head. He talks little but deliberately, like the stolid and hardened business man, and it is with an almost grim smile of suppressed pride that he listens to the humorous voice of Harry Lauder, coming up through the trumpet from the little flat piece of cardboard revolving quickly on the platform, and the words ring out distinctly, "Oh, stop yer tickling, Jock," with scarcely a mechanical sound to jar upon the ear.

Then the harsh chords of "Rule Britannia" swell up into a great chorus, or Miss Gertie Millar, whose pretty face appears on the card, sings "Little Mary" with great gusto. It is all very interesting, and the young inventor of twenty years manipulating the instrument makes it doubly so. Then he withdraws hurriedly from the scene to keep an appointment with another pressman.

Max Ettlinger is of German nationality, and has the German instinct for inventive ideas. He came to London when he was sixteen, and founded the post card business, publishing for such well-known artists as Tom Browne, Hayward Young, John Hassall, F. L. Emanuel and Professor Van Heir. He and Mr. Wallach have invented many popular post card novelties, but perhaps the musical post card has cost more labor in invention than any other.

The idea of a disc post card, he tells us, struck him some four years ago, and he wrote to the Edison Co. asking if such a novelty could not be produced. They replied in the negative, and he then set about to produce it. It was comparatively easy to affix a black record disc on to a card, but it was too weighty and impracticable, and, further, the disc warped the card into a shape which was quite obsolete, besides spoiling the appearance of the picture.

The transparent composition which we see to-day on a perfectly flat card is the result of months of experiment. It is absolutely indestructible, and so far from disfiguring a pretty card, it frequently adds an embellished effect.

These musical cards are sold at 6d each. To the retailer, a small discophone is supplied free to demonstrate the invention.

HOTEL DIRECTORY.

NEIL McCARNEY, PROP. W. C. McCARNEY, MANAGER

THE PROVINCIAL

LEADING COMMERCIAL HOTEL. GANANOQUE, ONT
Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND

O. F. BAKER, PROP. GALT, ONT
First-class accommodation for Commercial Men.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city, within one minute from Post and Telegraph Offices, Tram Junction and principal clubs. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board $12 to $14 per week.

BOARD AND ROOM
"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMAHA STREETS, GEORGETOWN, DEMARARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co., 29 Broadway, New York.

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A volume of 400 pages packed full of good stuff for advertisers. Price $2.00.

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TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO. LIMITED, TORONTO.

THE TELEPHONE

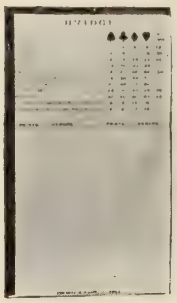
Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

Our new illustrated catalogue, "Ye Colonial Card Party," is now ready for delivery. Write for one if you are interested in Tally Cards, etc., etc.



ENGLISH BRIDGE WHIST SCORE PAD

Fifty sheets in a pad,
$1.50 the dozen.
Express paid.

Our Nineteen Five Line

is now ready and on the road. It eclipses anything in the way of an assortment of Tally and Guest Cards ever shown to the trade and consists of objects ornamental, ideas differential, designs that suit all cultivated tastes, material effectual, workmanship most faithful and prices that prevent profit wastes.



SCORE PAD

for the game of Five Hundred. Only one on the market. Price $1.50 the doz. Express paid.

"ELLIOTT



SPOTTED DOG TALLYS

in black and red, die stamping in gold. Four designs, assorted, $1 25 the 100.

No. 240

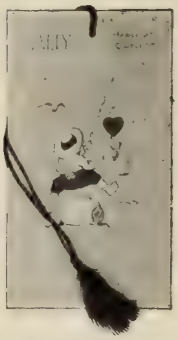


Calendar Pads for Fancy Work.

Extra fine material and workmanship. Four styles, four sizes, ranging in size from 1¾ inch to 3 inches wide, neatly boxed, 200 in a box, assorted, fifty of each size.

ARTISTIC—a pad with a permanent protective cover, embossed in gold, pad printed in gold.

OF COURSE"



LITTLE FISHERMAN TALLY CARDS

in black and red, die stamping in gold. Four designs, $1.25 the 100.

No. 241





Those who bought these goods last year did not have enough of them.

HOLLY CARDS AND PRIVATE GREETING CARDS DIE STAMPED

Orders already received for Fall delivery indicate the increasing popularity of Holly and Greeting Cards.





The highest grade of work in the Stationery business.

THE CHAS. H. ELLIOTT COMPANY

Engravers and Publishers, Makers of Tally Cards, Guest Cards and Die Stamped Stationery

SEVENTEENTH STREET AND LEHIGH AVENUE, PHILADELPHIA, PA.

ART DEPARTMENT

AN ARTISTIC ASSORTMENT.

SAMPLES of the artistic productions of the Charles H. Elliott Co., of Philadelphia, for the season of 1905-1906, have again come to hand. The line, as usual, embraces tally cards, guest cards, private greeting cards, and New Year's cards, in immense variety. The characteristic of the Elliott goods is their daintiness and high quality. There is nothing cheap or vulgar about anything they produce. And yet the price placed on the various lines is remarkably low.

Tally cards are what the Elliott Co. are famous for,



Tally Cards—The Elliott Co.

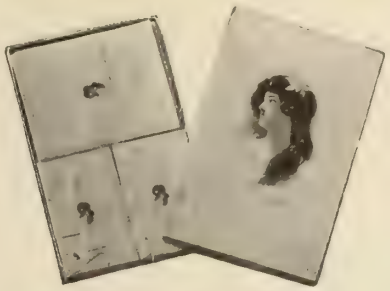
and deservedly so. The new productions are full of original ideas of a refined character. Several are illustrated herewith. The material employed is strong and light. In many cases "cloth finish" stock, now greatly in vogue, is used. The design is in either steel die stamped or plate printed, and in every instance it is found to be something pertinent to the game. A number of odd shapes, such as hearts, clubs, diamonds, animals, footballs, lanterns, bells, moons, drums and pyramids, are included in the series. The bulk of the cards, however, are oblong, and the designs on these are endless in their variety. Each card is equipped with a tassel. Prices range from $5 to $30 per thousand.

The Elliott Co. offer handsome cabinets for holding their tally cards free to dealers handling their goods. The cabinets form a very convenient and desirable store fixture. They are so arranged that each drawer is composed of the box in which their goods are shipped.



Fancy Tally Cards.

Next in importance to the tally cards are guest cards, of which there is almost an equal profusion. The Christmas and greeting cards are also of much interest, many of the new designs being most unique. A line that should prove popular are New Year's passes over the Prosperity Transportation Co., which come at $3 per hundred. In the line are also to be found stock souvenir postal cards and burnt leather postals.

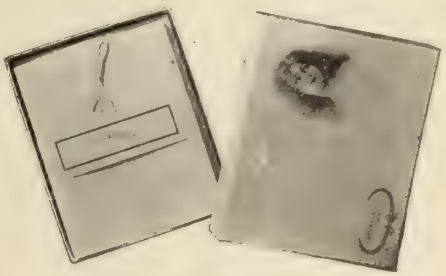


Sans Egal Royal Papeterie.

AN ENORMOUS ASSORTMENT.

ONCE more the Raphael Tuck & Sons Co., Limited, have excelled themselves in their offerings for the holiday season of 1905-06. The extent, the variety and the excellence of the various lines cannot be adequately expressed in language. The easiest way to describe them would be to refer to the goods of past seasons and to ask readers to imagine their numbers increased, their variety extended and their general excellence greatly improved upon.

Calendars are one of the products on which Tuck & Sons Co. pride themselves and justly so. Each calendar is a perfect work of art, whether it be the simple little five-cent drop or the superb oilette leaflet calendar at $2. The number of subjects and designs in the various classes are very extensive, affording dealers every opportunity to secure goods to suit every taste. In addition to the regular drop and leaflet calendars are the block calendars with daily tear-off pads, running from 25c. to 75c., pocket calendars, gem leaflets and an enormous array of Christmas cards of every imaginable kind.



Sans Egal Girls' Papeterie.

Holiday gift books, children's toy books, linen toy books and painting books may be grouped together. These lines run from 5c. to 75c. and possess the same extent and variety as the calendars and cards.

The Tuck & Sons Co. have also a lengthy list of dressing dolls, designed by leading artists and artistically printed in colors. Each doll is provided with a detached outfit of charming dresses and hats to match, which can be put on and taken off at will.

But interest centres above all other things in Tuck's post cards, of which the number is legion. These are mostly put up in packets of six cards, which can be sold at 15c. The variety of subjects, the beauty of design and the low price render them a most desirable commodity. In view of the immense vogue of picture post cards, it would be to the advantage of dealers to see the Tuck lines.

The samples of calendars shown this year are better suited than ever for the Canadian market. The variety

and values produced this year contain a much better assortment of low and medium-priced goods than ever before, special attention having been given to the increased demand for goods of this character.

ART CALENDARS AND PICTURES.

RADICAL changes, new features, new creations and new values in calendars are required every year, for this season's design is obsolete next season. Those manufacturers who provide the novelties from year to year soon get up a name for themselves and carry off the trade. This may be said in Canada of the Copp,



Tally Cards—The Elliott Co.

Clark Co., Limited, a firm which has won a name for the freshness of its goods.

The calendars provided for the season of 1905-1906 are bright and interesting. There are designs in which the hand of the artist Gilbert is prominent. There are others with studies of kittens, dogs, and children. There are choice landscape designs printed in sepia. There are marines and an assortment of other subjects, too numerous to mention.

Besides the Gilbert heads in calendar form, there are reproductions of the same on separate sheets, and there are also genuine platinum reproductions of the drawings of Thomas Mitchell Peirce. Enclosed in portfolios are selections from the work of both these artists and of Jessie Wilcox Smith as well. These portofolios are handsomely bound and lined and are tied with silk. They contain four, five or six pictures.

HOW LEAD PENCILS ARE MADE.

EVERY American man, woman and child uses two pencils annually at the lowest calculation. Our per capita consumption is double that of Europe, perhaps because there is more illiteracy across the ocean, or perhaps because we are more extravagant and waste quite as many pencils as we use. There are six lead pencil factories in the United States; two in New York, two in New Jersey, one in Illinois and one in Massachusetts. Together they employ more than 2,000 people, pay nearly seven hundred thousand dollars in wages annually, and their yearly output, at the rate of 12,000 gross daily, is worth more than two million dollars. We are now making as many pencils as all of Europe combined; we supply nine-tenths of our home demand and ship a considerable quantity abroad. And yet, despite the growing importance of the industry and the fact that millions of people could not get through a working day without the use of a pencil, how few are there who can tell how this indispensable little article is made.

Structurally speaking, the lead pencil consists of an outer shield or covering and of an inner piece of round, solid graphite. The wood, which is of prime importance, must be durable and compact; straight-grained and soft, so that it may be alike easy to polish and to whittle; if it is fragrant, so much greater its value. Now of all the trees in the world our Virginia or red cedar, which grows so luxuriantly in the south, particularly in Alabama and Florida, is the only one whose wood meets all these requirements. Our pencil manufacturers own their own cedar mills; but the European makers, much to their dislike, are obliged to purchase their pencil covering from us. In order to place themselves on an equal footing, an attempt was made to transplant the Virginia cedar; Germany devoted a hundred acres to that purpose some forty years ago; but the climate proved unfavorable, and a few stunted trees with wood as hard as oak, proclaimed the experiment a rank failure.

On the other hand, we go to foreign markets for our graphite, the best qualities of which come from Eastern Siberia, Mexico, Bohemia and Ceylon. Our largest factory, taking advantage of the cheaper labor market abroad, has all of its graphite prepared in Germany and sent here ready for use. Nor is cheap labor the only consideration, for the German graphite makers, like the wood carvers of Switzerland and the toy makers of Nuremberg, follow the trade from father to son, take to it quite naturally and leave the rest of the world behind in expertness.

Pencil leads consist of a mixture of clay and graphite, both undergoing a careful and separate treatment before they are united. The raw graphite, after being reduced to a fine powder in a mortar, sifted and freed from impurities by mineral acids, is washed and fired to a bright red heat. The next step is to add water to the preparation and pour it into a vat where the heavier particles sink. From this vat the water carries the lighter particles into another at a lower level, and then on into one or two more, where the heavier particles drop to the bottom and the finer particles are carried over. The graphite drawn from the last vat in the series is in a state of extremely fine division, and its value reserves it for the use in the best of pencils only.

The clay, purged of sand and iron, goes through somewhat the same process; and then it is mixed with the graphite, the proportion varying all the way from equal parts to two of clay for one of graphite—the amount of clay depending strictly on the degree of hardness or softness wanted for the pencil leads.

When the particles of clay and graphite are thoroughly incorporated and ground together, they are placed in bags



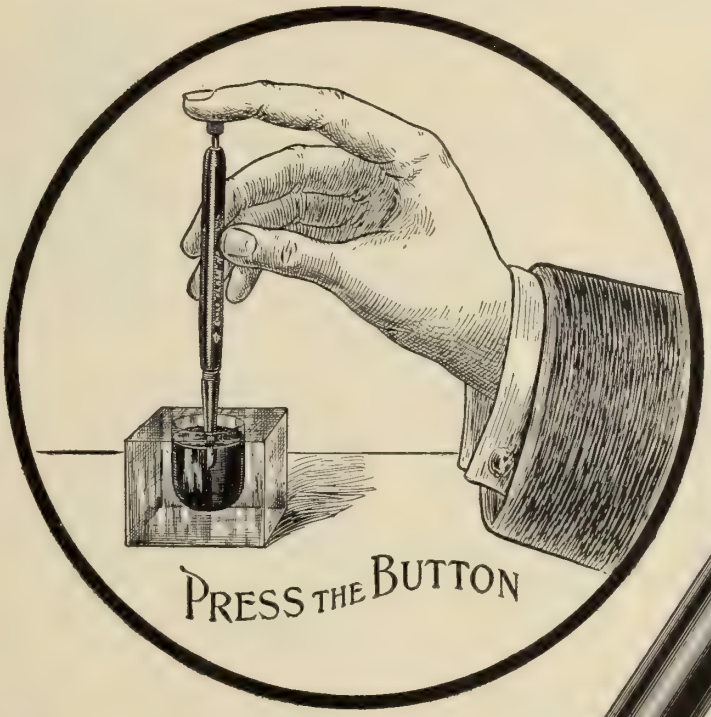
Tally Cards—The Elliott Co.

and squeezed to the consistency of dough by a hydraulic press. The formless substance, ready to be shaped into pencil rods, is forced by a piston in continuous threads through the many apertures of a strong upright brass cylinder, each of the apertures being of exactly the same size as the leads that are to be fitted in the pencils. The long threads of graphite are received and arranged on straight grooves of a wide board and left to harden until they become as stiff as rods. Afterward they are cut into requisite pencil lengths—seven inches as a rule—packed with charcoal in a covered crucible and submitted to a high furnace heat.—Pearson's Magazine for May.

THE "FLASH"

A SELF-FILLING FOUNTAIN PEN

PRESS THE BUTTON--FILLED IN A FLASH



14 Karat Gold Pen



EACH PEN ABSOLUTELY GUARANTEED

Writes the Moment it Touches the Paper

NO GLASS FILLERS. NO SPILLING OF INK. NO CLOGGING. NO SHAKING. NO LOSS OF CAP.

The Flash Fountain Pen combines certain features that constitute perfection and wholly eliminates those annoyances so common to fountain pens.

By moving the button a quarter of an inch it is filled or emptied almost instantaneously, doing away with the glass filler and its objections. The interior of the cap is so constructed that after it is screwed over the point it becomes air tight, insuring against clogging and thus enabling you to write the instant the pen touches the paper.

If you desire the convenience of a fountain pen possessing qualities that no other pen in the market can approach you should not delay but procure the Flash immediately.

IN FINE, MEDIUM AND STUB POINTS.

PRICE—No. 25, Medium Size, Plain Barrel, - $1.35 each. No. 26, Large Size, Plain Barrel, - $2.50 each
No. 25, Medium Size, with Gold Mountings, 2.00 each. No. 26, Large Size, with Gold Mountings, 3.25 each

THE COPP, CLARK COMPANY, LIMITED,

64 and 66 FRONT STREET WEST, :: :: :: TORONTO, CANADA

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

FIVE new papeteries of unique design are being added by the Copp, Clark Co., Limited, to their assortment. The central feature in each is an embossed design in tints. The coverings are of alligator paper, silk finish paper, cobweb pattern paper, etc. These papeteries are very striking, and are among the handsomest I have seen this season.

* * *

The papeteries for holiday trade which are advertised in another page of this issue by Gage & Co. are really a magnificent series, and it is a matter of congratulation that such exquisite goods can now be put up in Canada. Within a very few years no one thought of looking for goods of this kind outside of the large centres of Europe and the United States. Not only are better goods being produced by Gage & Co. now, within our own borders, but the trade are reaping the benefit of closer prices than it was possible to secure by direct importation.

* * *

The "Tray" coin purse is a new line added by the Brown Bros., Limited. The cut shows purse open. These



purses come in all sizes and in real pigskin, real morocco and sealskin. They retail up to $1 each, and are splendid sellers. The "Portsea" purse is another good line. These purses are all strongly stitched, no paste being used, are all leather, and with ordinary usage will last a life time. Both the "Tray" and the "Portsea" are supplied on cards suitable for window display, and very readily advertise themselves. For good reliable goods none can excel the "Tray" and "Portsea."

* * *

At least fifteen entirely new designs are being added by G. A. Weese & Son, Toronto, to their line of scribblers and exercise books for school opening. This firm make a specialty of getting out designs in scribblers bearing the dealer's imprint, and already they are getting quite a number of orders for these.

* * *

McFarlane, Son & Hodgson, wholesale stationers, Montreal, are making an interesting offer to retail dealers who wish to put in a stock of Hunt's pens. With every first order for twelve gross and over, they are giving a handsome counter display case without extra charge. They are also supplying a liberal amount of samples for free distribution. Hunt's pens are in every way a first-class article, and any dealer who is at all interested in taking up the line will do well to communicate with McFarlane, Son & Hodgson.

* * *

The fountain pen repair department established by G. A. Weese & Son, Toronto, has "caught on" with the trade, and every mail brings in business, showing that the trade appreciate the convenience which this department gives. An appreciable increase in the demand for the Parker pen is reported.

* * *

One of the articles the retail trade always have a demand for is a really first-class lead pencil to retail at 5c. The "Mandarin" pencil, sold by W. J. Gage & Co., Limited, fills this want perfectly. It is made especially for them, from a high grade of compressed graphite, such as is used in the manufacture of pencils retailing at 10c. In addition to the exceptional quality of lead, Gage & Co. have had a handsomely finished rubber tip put on these pencils, making them complete in every respect. They come in different degrees of hardness, and also in copying, the latter being finished with red tip, and are put up in telescope boxes of dozens.

* * *

This is the time of year when booksellers and stationers throughout the country are placing their orders for school opening goods. I see that Gage & Co., who have won and still hold a foremost position with this class of manufacture, are again to the front with some exceedingly original and attractive lines of exercise books, scribbling books, etc., for school opening. They are evidently taking full advantage of the increased facilities afforded by their new buildings to produce better goods than ever before.

* * *

The trade will be pleased to learn that the Copp, Clark Co., Limited, have at last been able to prepare a supply of their old favorite Revenue Bond pad. This is the first stock since the fire. A new tablet just completed is the Onion Skin in octavo and quarto sizes. The stock is the best quality of this paper. The Oceana papeterie box contains a number of assorted tints, and is a cheap line at $1.50 per dozen.

* * *

About June 1, Warwick Bros. & Rutter, Limited, will have ready a range of fifty different numbers of fancy boxed stationery for Fall delivery, to retail from 25c. to $1. The envelopes are in fancy shapes; the stock includes all the newest finishes, and the paper is tied with bright colored ribbons. This firm have just added two new boxes of stationery called "American Antique" to their assortment. The envelopes are long, narrow, wallet-shaped, and the paper is in two sizes and three tints—white, grey and azure. Another new box is the "Elite," containing a choice line of hem-stitched stationery.

* * *

W. J. Gage & Co. have placed on the market a new line of typewriter carbon paper called "Mercantile." This is a very superior, light-weight paper, and is attractively put up in boxes containing 8 packages of 13



LEADING PKGS. OF

WAX CRAYONS

FOR NEXT SCHOOL SEASON.

Nos. 74, 97, 1300

ALL RETAILING AT 5c.
UNEXCELLED VALUES

MANUFACTURED BY
THE AMERICAN CRAYON CO.

OBTAINABLE FROM WHOLESALE HOUSES.

SAMPLES NOW IN TRAVELLERS' HANDS

ASK TO SEE THEM.

Makers' Representative, A. J. McCRAE, TORONTO.

ESTABLISHED 1850.

C. F. Rumpp & Sons

CABLE ADDRESS: "RUMPSON."



TOURISTS' INK STANDS.

Manufacturers TRADE R MARK Exporters

FINE LEATHER GOODS

Pocket Books, Hand Bags, Dressing Cases,
Cigar Cases, Stationery Sets, etc.

Philadelphia

NEW YORK SALESROOM: - - - 683 and 685 Broadway.
CHICAGO SALESROOM: - - - - 35 Randolph St.



PLAYING CARD CASES.

HIGGINS' INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and custained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London
Originators and Manufacturers Inks and Adhesives
MAIN OFFICE, 271 Ninth St.
FACTORY 240, 244 Eighth St., } BROOKLYN, N.Y., U. S. A.

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.

sheets, or 104 sheets in all, which makes it very convenient for dealers when selling in less than full box quantities.

* * *

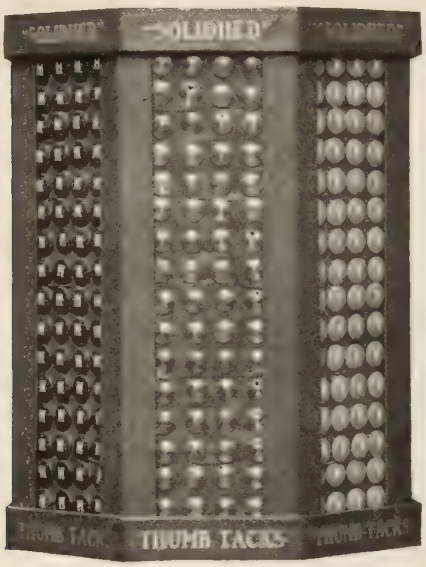
The Copp, Clark Co., Limited, are at present manufacturing a set of six Canadian picture post cards, lithographed in gold and colors. The maple leaf is the central feature of the design in each case, and with it are interwoven holly, mistletoe, pansies, etc. Appropriate mottoes for all seasons of the year are inserted. These cards will be found very useful for holiday and greeting purposes.

* * *

With the advent of Summer, flags are once more in demand for decorative purposes. The Copp, Clark Co., Limited, are manufacturing an extensive line, including Dominion, Union Jack, Stars and Stripes, and tricolors, in all sizes, and Irish and Scotch in several important sizes. These flags are all made of the best cotton.

* * *

Several new covers of tasty design have been made for the Copp, Clark Co.'s line of scribblers and note books. These include the Moss Rose, the North Star, the Long Service Medal, the Hawthorne, the Hollyhock,



A New Display Case.

and the Red Seal. In each case the name describes the design, which has been worked out in appropriate colors. Among the staple lines that can still be obtained, are: The MSS, the Scotch Grey, and the Carbon Black. The first cover is a linen finish stock with the letters MSS worked in; the Scotch Grey is what the name indicates, and the Carbon Black has the name printed in white on black background.

* * *

In the playing card department, Warwick Bros. & Rutter, Limited, have placed a new bridge whist score pad, with the rules and values of the hands printed on every sheet. These pads are just ready, and they can be retailed at 10c. There is also a new series of bone poker chips in three sizes—inch, inch and a quarter, and inch and a half.

* * *

In their factory Warwick Bros. & Rutter, Limited, are at present exceptionally busy preparing their new line of school sundries, including practice books, note books, etc. Some of the new cover designs are works of art, surpassing any previous productions made by the firm. A few of the new titles are Buster Brown, Automobile, Little Dutch, Niagara, Rob Roy, etc.

* * *

Something new and interesting was shown me in the showrooms of Warwick Bros. & Rutter, Limited. This was a line of "Novelty Paper Outfits." Each packet contained the materials from which to construct artificial flowers, either roses, chrysanthemums, carnations, daisies or lilies. Full instructions are supplied with each packet, which sells at 15c.

* * *

Among the new lines imported by Warwick Bros. & Rutter are juvenile stationery boxes, in nine styles, two of which contain illuminated floral and figure designs; lead pencils with pearl tips, and a new jar of library paste with brush and water well combined, to retail at 25c. They have also stocked a new series of pen nibs, called the "Radium." These are made of genuine Sheffield steel with radium finish, and are put up 12 gross assorted in a counter case.

* * *

At the Copp, Clark Co.'s I was shown two additions to the Bachelor Calendar series, that was so popular last year. They are the Boarder's Calendar, containing imitations of the proverbial boarding house hash and other dainties, and the House Calendar, with a supply of household utensils. The same company show thirty-six different designs in Scratcher Calendars, made of burnt wood and other materials.

* * *

It will not be long before the midsummer examinations will be here, and with them the need of examination books and paper. It is therefore the energetic, up-to-date stationer who is early hustling around getting good-sized orders for these goods. Buntin, Gillies & Co., Limited, Hamilton, who are advertising these lines at present, have an excellent stock, and are able to ship promptly at the lowest prices. Samples, with prices, can be had for the asking.

* * *

Buntin, Gillies & Co., Limited, now have their new scribblers and exercise books in the hands of their travelers. The designs in covers are both artistic and appropriate, while the quality of paper varies in the different books to suit the tastes of the students using them. They are up to the high standard of this firm's goods, and will be found to be up to the mark in every respect. Buntin, Gillies & Co. anticipate a great sale for these goods the coming season.

* * *

The Brown Bros., Limited, who are the Canadian agents for the excellent line of fine art calendars manufactured by Woodbury E. Hunt, Concord, N.H., report that the calendars for 1906 will eclipse in style and beauty anything heretofore shown. All those who have seen the Hunt calendars are prepared to bear witness to their many charms. They are distinctive in conception, bright in design and elaborately treated. For the Christmas display they are just the thing.

A NEW DISPLAY CASE.

THE HAWKES-JACKSON CO., 82 Duane street, New York, manufacturers of the famous "Solidhed" thumb tacks, are sending to the trade their new octagonal case for the display of their goods. This case, a cut of which is herewith shown, contains eight gross of solidheds, twelve tacks on a card. They come assorted at the pleasure of the purchaser, it being his privilege to select from the line of steel, brass or german silver in

(*Continued on page 190.*)

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL





WE HAVE THE POLE

We have the pole in the Promissory Note race because we make no promises that our notes cannot live up to, and because our wares must first suit ourselves before they are despatched to suit you, and through you the public. We are making ten lines, having an eye to the most serviceable shapes, most durable bindings and best wearing materials.

No. 200, 25s, 40c. per doz. ; No. 201, 50s, 75c. ; No. 202, 100s, $1.50 ; No. 210, 25s, 60c. ; No. 211, 50s, $1.20 ; No. 212, 100s, $1.80 ; No. 220, 25s, 75c. ; No. 221, 50s, $1.50 ; No. 222, 100s, $3.00 ; No. 250 (French), 100s, $1.50.

THE COPP, CLARK CO., LIMITED

TRY THE NEW ASSORTMENTS OF

A. W. FABER'S RUBBER BANDS

1A—2A—3A—4A

ALL FIRST-CLASS STATIONERS CARRY THEM.

NOTE—A. W. Faber makes only one quality of Rubber Bands, and that is strictly first-class.



Attractive Display Cases

Thumb Tacks with Plain and College Colors, Numbers, Letters, White Tops for marking on; also German Silver, Brass and Steel. Sell at sight. Good profit. Assortm'ts $1-$10.
HAWKES-JACKSON CO., MKRS. 82 DUANE ST. N.Y.

SPENCERIAN STEEL PENS.

The Standard Brand in United States for over ***FIFTY*** years

Works, BIRMINGHAM, ENGLAND

Imported by all the leading Stationers in

TORONTO and MONTREAL

ROB ROY PENS

"The Good Points of Rob Roy Make writing a joy."



Sold by all Stationers. Assorted Sample Box, 7d., post free.
Hinks Wells & Co., Birm'gham & London.

'ROB ROY' PENS

HINKS, WELLS & CO. beg to draw attention to this new series of

TURNED-UP POINTED and other PENS,

made of the same materials, by the same tools, by the same process, and at the same works as the **"WAVERLEY"** Series of Pens, which HINKS, WELLS & CO. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Macniven & Cameron, Limited.

1s 6d and Gross Boxes Sold by all STATIONERS

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.



WEBSTER'S INTERNATIONAL DICTIONARY

RECENTLY ENLARGED
WITH
25,000 New Words and Phrases
New Gazetteer of the World
New Biographical Dictionary
Edited by W. T. Harris, Ph.D., LL.D.,
United States Commissioner of Education.
2380 Quarto Pages. 5000 Illustrations.

Also **Webster's Collegiate Dictionary**
1116 Pages. 1400 Illustrations.
Regular Edition 7 x 10 x 2⅝ inches. 3 bindings.
De Luxe Edition 5¼x8⅝x1½ in. Printed from same plates, on bible paper. 2 beautiful bindings.

FREE, "Dictionary Wrinkles." Illustrated pamphlets.

G. & C. MERRIAM CO.
Publishers, Springfield, Mass.
GET THE BEST

DO **NOT** TAKE ANY
substitution, imitation or **variation**
OF
THE WAVERLEY PEN

Now of Unexcelled Quality.

They come as a boon and a blessing to men,
The Pickwick, the Owl, and the Waverley Pen.

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited
EDINBURGH AND BIRMINGHAM

WALL PAPER

Spring Sales.

THE Spring sales in wall paper have been fully up to expectations. In some parts of the country weather conditions were somewhat unpropitious, but on the average the season was fair from this standpoint. The manufacturers report a good activity in repeat orders, and this is a positive sign of the general healthiness of the trade. The manufacturers appear to have gauged the popular fancy with great skill, as the repeat orders have not been confined to one class of paper in particular, but have been distributed over the whole range. This is a good condition to have, both from the manufacturers' standpoint and from that of the retailer. It protects both from having to keep on hand a large and varied stock of undesirable papers, while having to re-order one or two outstanding patterns.

Altogether the season can be considered highly successful. The manufacturers are expanding and increasing their facilities for doing business. They have shown this year more than ever before that they can compete in quality and design with any imported papers. Having once established this, it will only be a matter of time till the Canadian manufacturer will hold the entire field.

Through a regrettable mistake in the last issue of Bookseller and Stationer, the handsome wall paper design illustrated on page 146, was credited to the Menzie Wall Paper Co. The credit should have been accorded to Stauntons, Limited, the makers of the design in question.

Wall Paper Salesmanship.

THE correct selling of wall paper requires much skill in the salesman. The customer should not be allowed perfect freedom of choice. It is the part of the salesman to suggest correct patterns. He should select a few designs which would be suitable to the room to be papered, and submit these to the customer. In this way the client is sure of having an artistic room and still has the utmost range of choice consistent with this.

There are one or two points which should be kept in mind in selecting wall paper. It should be constantly remembered that the paper is a part of the whole interior decoration. If this were only considered there would be much less of the inartistic contrasts and ostentation that are seen so frequently.

ANYONE CAN SELL,
EVERYONE WILL BUY

OUR 1905 VINTAGE

"JAPANESE"

BRAND

WRITING INKS

MUCILAGE

Why?

They're Perfect!

MADE IN CANADA.

THE COLONIAL INK CO. LIMITED

PETERBOROUGH, CANADA.

WALL PAPERS

Don't let orders slip by you this month because you have not some special line that's called for.

Send for Samples—get the Goods —and make the Profits—
Goods shipped same day order received.

STAUNTONS LIMITED

TORONTO

The Achievement of Success

DEPENDS UPON THE

Goodness and Quality of the Invention

The Merits of Our Goods are above All Others.



The excellence of Our Carbons and Typewriter Ribbons has made our wonderful success.

Each Brand of Ribbons and Carbons is Distinct and Original. That they are so recognized is shown by the many efforts made to imitate them. Beware of the imitations.

MITTAG & VOLGER

Sole Manufacturers,

FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,
Stewart Bldg., 280 Broadway
CHICAGO, ILL.,
108 La Salle Street.
LONDON, 4 Queen Street.
PARIS, 21 Rue Du Temple

many sizes or the colored tacks coming in red, green, blue, buff, white or black, such goods as will best meet the demands of his particular trade. Besides the octagonal case the firm is showing an hexagonal case built in the same manner, but holding but three gross. The advantages of the new cases are obvious. They display the goods much more attractively, render the goods easier of access, take up less room on the counter, and undoubtedly sell more goods than the former cases. As the cases filled are sold at the regular trade rates for the thumb tacks packed in them, the trade should make it a point to include one in their next order.

ITEMS ABOUT PICTURE POST CARDS.

Warwick Bros. & Rutter, Limited, are doing an enormous trade in Raphael Tuck & Sons Co.'s cards. Especially are the comic subjects in great demand. The same firm are turning out Canadian view cards in natural colors. These are of a high order of artistic merit.

Among novelty cards being issued in England are cards bearing portraits of well-known actresses printed inside a frame-work of real Japanese wood. Other cards have the design printed inside an excellent imitation of antique wrought iron.

The Copp, Clark Co., Limited, are showing some motto post cards that are new and dainty. The motto is printed in an antique letter with an illuminated initial, the whole inside a decorative border. The mottoes are taken from the sayings of great men. There are eight cards in the series. The same company also show a large range of handsome New Year and Christmas post cards.

A handsome assortment of post card albums is shown by the Copp, Clark Co., Limited, Toronto. These albums are bound strongly in cloth, with decorated covers, and will hold a large number of cards. A few choice albums are bound in half leather. The prices of the assortment range from $1.80 a dozen up, $18.60 wholesale. The immense demand for picture post cards makes the possession of a stock of these albums an essential for any dealer.

W. G. MacFarlane, 72 Bay street, Toronto, reports an increasing demand for fancy and comic post cards. He has large shipments on the ocean, and dealers placing orders can be assured of prompt delivery from now on. He is doing a large business in leather post cards and will carry stock in these all the time, so that orders will receive immediate attention. His new lines of Canadian view cards are now in preparation and a large range of subjects will be shown this year, both in black and white, embossed and colored.

Hand-burnt leather post cards are very popular just now, and the enterprising dealer should investigate the splendid line carried by the Brown Brothers, Limited. The line they are showing consists of 40 different subjects, all of a similar character to the one shown above. They are all made of genuine sheep leather, and all artistically hand-burnt. The name of the town is always burnt on as required by individual orders. These goods are new and at present are very popular. An order for 100 assorted is the best possible way of proving the merits of these goods.

THE GOODALL CUP.

ONE of the most exciting contests at the tenth annual congress of the Canadian Whist League, held in Toronto on April 20, 21, and 22, was that for the Goodall Cup, presented by Charles Goodall & Son, Limited, London, England. The cup is a very handsome solid silver challenge trophy, and this year it was competed for for the first time. Teams were entered from Hamilton, London, Ottawa, Napanee, Victoria Club, Toronto, and three teams from the Toronto Whist Club. The winning team was composed of Messrs. W. S. Wallace, G. F. Macdonnell, L. G. Amsden, and R. C. Sinclair, of the latter club.

Goodall & Son are to be commended on their generosity. The Goodall Challenge Cup will undoubtedly tend to quicken the interest in whist throughout the country, and will lead to the formation of clubs in various centres. The cup becomes the permanent property of any club winning it three consecutive congresses. Otherwise, the team winning it the greatest number of times during the next ten years will become the permanent possessor.

The cards used at the congress were, of course, the Canadian Whist League cards, manufactured solely by Goodall & Son, and handled in Canada exclusively by the Copp, Clark Co., Limited.

BOTANICAL MICROSCOPES

SERVICEABLE INSTRUMENTS for PRACTICAL WORK.



No. 560/3 Linen Tester, brass folding Pocket Microscope, powerful lens. $1.80 per doz.

No. 550/3 Tripod Microscope, polished brass, very powerful 1⅛ in. adjustable lens, standing upon three legs - - - - - - - $3.60 per doz.

No. 551/3 Black polished vulcanite case and frame, powerful 1⅛ in. single folding lens - - - - - $1.80 per doz.

No. 552/3 Black polished vulcanite case and frame, powerful 1⅜ in. single folding lens - - - - - $2.40 per doz.

No. 553/3 Black polished vulcanite case and frame, powerful 1⅛ in. double folding lens - - - - - $3.60 per doz

THE COPP, CLARK COMPANY, LIMITED

64 and 66 FRONT STREET WEST, TORONTO, CANADA



LONG LIVE THE KING!

CARTER'S WRITING FLUID is King among inks. It flows freely, writing a rich blue color which turns to a permanent black after drying. The Ideal Ink for Book-keeping.

CARTER'S "GREAT STICKIST" MUCILAGE is clear and strong; it "sticks like a car window."
The most profitable lines, in the long run, are those of highest quality.

THE CARTER'S INK COMPANY

Largest Makers of Writing Inks and Adhesives in America.

BOSTON NEW YORK CHICAGO MONTREAL LONDON BRUSSELS COPENHAGEN MOSCOW



C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse: 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.

Stray thoughts on

KOH-I-NOOR PENCILS

My **BEST FRIEND** is he who wears **longest.**

My **DAILY FRIEND** is he whose presence makes life run **smoothly.**

My **KINDEST FRIEND** allows errors to be **erased** quickly.

My **LADY FRIEND** leaves an **indelible** impression.

Just like KOH-I-NOOR and MEPHISTO Pencils

RICHARDSON & BISHOP

Manufacturing and Office Stationers, - WINNIPEG

W. G. MacFARLANE

72 Bay Street, - - TORONTO

SOUVENIR POST CARDS
LEATHER POST CARDS
POST CARD ALBUMS, ETC.

Write us for our catalogues of picture post cards, Canadian scenes, and fancy and comic.

Write for samples and quotations on these lines and also on our leather post cards.

Any of the Souvenir Books which we carry in stock can be supplied with burnt leather covers at moderate quotations.

Correspondence invited.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

SOME WESTERN ONTARIO STORES.

By our Traveling Representative.

ONE of the most progressive and up-to-date book and stationery stores in the west is the Oxford Book Store in Woodstock, the proprietor being Miss A. Goodeve. A full line of stationery and books is carried. The magazine and souvenir counter is largely patronized by both local customers and visitors to the city. Wall paper is a specialty of this establishment, and some very pretty designs are shown. Miss Goodeve is a regular reader of Bookseller and Stationer, and has been for some years.

* * *

J. & J. Sutherland, of Brantford, have opened up a branch of their business in the heart of the business district of Woodstock. They have a nice fresh stock of all lines of stationery, books and fancy goods. This branch also carries a full line of wall paper, for which their Brantford store is noted. The store is very roomy and well lighted, and judging by appearances they should work up a nice trade in that district.

* * *

The City of London, Ont., is to be congratulated on having so many up-to-date book and stationery establishments, which are all well patronized. On Dundas street, close to Richmond street, is Sifton & Co.'s book and fancy goods store. This is a very creditable establishment and the interior is very tastefully arranged. The store has two entrances, one on each side of their large and neatly dressed window. The first thing that meets the eye on entering the store is the magazine counter, on which are kept a large assortment of the latest papers and magazines. This store also stocks a nice line of sporting goods. Across the street is Jas. Anderson & Co.'s book and stationery store. This store is a good size and has two fine show windows, which are kept neatly and effectively dressed. A fine stock of books, stationery and souvenirs is to be found here. Anderson & Co. are noted for their souvenirs, and are largely patronized by tourists and visitors to London. A spacious aisle runs down the centre of the store, with counters on both sides, the office being in the rear. On Richmond street W. J. Carrie, John Mills and Ellen McEwen's bookstores are located, and their stores, like the others mentioned, are a credit to the city.

PERSONAL AND TRADE NOTES.

Moses Eby, dealer in books, etc., at Port Elgin, Ont., has sold out to A. E. Tathan.

Mr. Phillips, of Morton, Phillips & Co., Montreal, was in New York the last week in April.

Mr. A. O. Hurst, Toronto, leaves in a few weeks for his annual trip through the United States cities.

Mr. H. L. Thompson, president of the Copp, Clark Co., Limited, sailed on May 1st for the Old Country.

A. M. Gray & Co., booksellers and stationers, St. John, N.B., have been succeeded by Gray & Ritchie.

Mr. D. A. Clark, of Clark Bros. & Co., Limited, has returned home from a business trip to England.

Mr. S. B. Gundy, manager of the Toronto branch of the Oxford Press, sailed on the 25th ult. for England.

Mr. H. L. Edwards has taken the place of Mr. H. O. Thorne on the traveling staff of G. A. Weese & Son, Toronto.

Mr. H. Rider Haggard, the eminent English author, was a recent visitor to Canada. While in Toronto he addressed the Canadian Club.

Mr. A. W. McNaughton, traveler for the Carswell Publishing Co., of Toronto, was married on April 29 to Miss Annie Karl, of Todmorden.

Regret is expressed in the trade at the sudden death of Mrs. Wilson, wife of Mr. George Wilson, traveling representative of Clark Bros. & Co., Winnipeg.

Mr. A. A. Briggs has severed his connection with the Copp, Clark Co., Limited, Toronto, to accept a position with the MacLean Publishing Co., Toronto.

Warwick Bros. & Rutter, Limited, Toronto, expect to move into their new warehouse near the corner of King street and Spadina avenue early in June.

Warner's, Limited, have been incorporated at Brandon, Man., with a total capital stock of $40,000, to carry on the business of general booksellers and stationers.

Mallagh's bookstore at Brantford was burglarized on May 1, and about $250 worth of goods were taken. The stolen property consisted principally of expensive fountain pens.

Mr. Richard Best, American representative of Johann Faber, the pencil manufacturer, of Nuremburg, Bavaria, paid his annual visit to Toronto and Montreal during the first week of May.

Connolly & Davidson, booksellers and stationers, of Halifax, have dissolved partnership. Mr. Connolly will continue the business. Mr. Davidson has bought out the business of C. H. Ruggles & Co.

Hawkins, Limited, have been incorporated at Hamilton, to carry on business as manufacturers and dealers in all kinds of drugs, chemicals, stationery, fancy goods, etc. The share capital is $40,000.

Mr. E. J. Kastner has been appointed secretary of the L. E. Waterman Co., of Canada, Limited, Montreal. He will have charge of all Canadian business, with office at 136 St. James street, Montreal.

The Colonial Ink Co. are removing their entire plant from Peterborough to Hamilton, where they are locating on Wellington street north. The bulk of the company's stock is said to be held in Hamilton.

A. & W. MacKinlay, wholesale and retail booksellers and stationers, Halifax, have been incorporated as a joint stock company. They have taken two or three of their old employes into the business.

Among the recent visitors to the Toronto wholesale stationery houses were Messrs. Sam. Lowery, Petrolia; D. Baikie, Sudbury; R. M. Pitts, Cornwall; E. S. Brown, Collingwood, and George Porter, Goderich.

Pattillo & MacDougall Co., Limited, wholesale stationers, Halifax, have dissolved partnership. Mr. Pattillo is returning to Truro, where he will resume his old business, while Mr. MacDougall will continue the business in Halifax.

Mr. E. J. F. Scott, representing Lepard & Smith, Limited, wholesale stationers of London, England, is traversing Canada at present on his way home from a trip around the world. He has been away from London since February 28, 1903.

The bookstore conducted long and successfully by W. H. Becker, in Berlin, has changed hands. Mr. Becker has found it advisable, owing to the state of his health, to retire from business for awhile. The new firm will be known as F. I. Weaver & Co.

Mr. George Pauline, of Robert Fletcher & Sons, the colored tissue paper manufacturers of Stoneclough, England, paid his annual visit to Canada last month. He brought with him his two sons, whom he left in Toronto. One has entered the office of Ritchie & Ramsay, the paper manufacturers, and the other has secured a position with the Imperial Life Insurance Co.

Thursday, April 20th, N. Wallot's business block, on Nicholason street, opposite the city hall, Valleyfield, was severely damaged by fire. The complete book and stationery store of Mr. Wallot was almost a total loss, and the various tenants of the building were severe losers.

The total loss is estimated at $18,000, partly covered by insurance. The interior of the building, a three-storey brick structure, was totally ruined.

F. E. Phelan, bookseller, St. Catherine street, Montreal, has handed to Bookseller and Stationer a letter of inquiry from S. Nelmes, bookseller and stationer, Hamilton, Bermuda. Mr. Nelmes writes for more complete details of the Phelan establishment, illustrated last month, as he intends excavating for a new building shortly. He calls attention to the fact that no glass is used over the bound book stock, as is necessary in their climate. Some business is done with Canada in many lines, but owing to the incompleteness of transportation facilities New York and London are found more convenient. Incidentally this letter is a glowing tribute to the modern features incorporated in the Montreal bookstore, and is a direct evidence of the widespread and thorough circulation of the medium for the Canadian book, stationery and fancy goods trade.

HALIFAX BOOK REPORT.

From Our Own Correspondent.

Halifax, May 6th, 1905.

THE wholesale book and stationery trade is now doing a fairly good business. Considerable shortage in trade resulted from the extremely bad weather during the latter part of the Winter, but this was largely overcome by Easter, and the trade is considered satisfactory at present. Business from the various parts of the province are reported medium.

* * *

A change has taken place in the business for some years known as the "Army and Navy Bookstore." The business was established in 1867 by Thomas P. Connolly, who conducted a very successful business for about fifteen years. It was then run under the name of Lane & Co., until May, 1900, when a partnership for five years was entered into by J. L. Connolly, son of the original founder of the business, and L. Clyde Davison, who has served his time with Messrs. A. & W. MacKinlay. Messrs. Connolly and Davison, known as the Army and Navy Bookstore, also did a very successful business. Their store is located on the busiest street, Barrington, opposite St. Paul's Church, and was well and favorably known all over the city.

* * *

The terms of partnership having expired, Mr. J. L. Connolly will continue the business at the old stand, while Mr. Davison has purchased the bookstore business of C. H. Ruggles, situated within a few doors of the old stand. For obvious reasons, both have mutually agreed to drop the name "Army and Navy."

* * *

Mr. C. H. Ruggles, who has sold out to L. C. Davison, has conducted a very successful business for about 12 years. He is now going to locate in the west.

* * *

Mr. L. C. Davison is now in New York purchasing fittings for his new business, and also new and up-to-date stock.

* * *

An important feature of the business of the late firm of Connolly & Davison was the printing of fine stationery and cards, and a specialty was made of printing from copperplate. This end of the business will also be continued by Mr. Connolly.

R. C. H.

The TOPAZ PENCIL

As good as any at any price.
Better than any at the same price.

HB - H - HH - HHH - B

—AND—

Indelible Copying.

WRITE FOR SAMPLES TO

Warwick Bros. & Rutter, Limited

Wholesale Stationers, TORONTO.

Known to Fame in Point and Name Are Koh-I-Noor Pencils

No trouble for the stationer to sell.
A pleasure for anyone to use.

In Canada procure from

The Copp, Clark Co., Limited, Toronto

PICTURE POST CARDS

Specials for this Month

THE BEST AND FINEST IN THE MARKET.

Special Views in collaty from your own photos, $6.00 per 1,000 of a subject.
Leather Postals, hand-burned, fifty designs, $5.00 per 100.
Fancy Artist Cards, from 75c. to $20.00 per 100.
View Cards from all over the world, 75c. per 100.

Illustrated Post Card Co.

185 St. James St., MONTREAL.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL

10 Front St. East, TORONTO.

LEADING CANADIAN STORES

FINE STORE IN QUEBEC.

QUEBEC CITY, as the traveling fraternity for book and stationery lines will aver, furnishes an attractive and somewhat lucrative trade in these lines. This is almost incredible when the large French population is considered. However, the French reading public



Exterior of John E. Walsh's Store at Quebec.

are becoming inveterate readers of modern English fiction and periodicals, and the tenor and progressiveness of book stores in Quebec has had much to do with the comparatively successful trade in this centre. Recently a representative of Bookseller and Stationer interviewed a good many of the stores, and while trade cannot be said to be flourishing, in more than one quarter, progress is noted, and the stores which have incorporated profitable side lines are slowly forging to the front.

It is with pleasure that Bookseller and Stationer illustrates an exterior and interior view of the establishment of John E. Walsh. The present site has only been occupied for a period of four years. During that time Mr. Walsh has incorporated all modern devices for rendering the store attractive and economical to purchasers. The first floor, which is illustrated, is 90 feet in depth, and contains five silent salesmen and three showcases. Three of the silent salesmen are upon the right when entering in a direct line, and contain lines of leather goods and curios. Another silent salesman is on the left, with additional lines of the same kind. A neat shelving on the right contains in front lines of religious and school books, commercial and society stationery in a large line running to the rear. Showcases are scattered, as the illustration shows, throughout attractive parts of the store. Current popular fiction is arranged on two neat tables down the centre of the store. Periodicals have a prominent place at the front.

At the rear of the store is a complete private office, and just back of this is a high-class engraving and printing department, where visiting and at-home cards, type printing, wedding invitations, etc., are looked after by experienced and competent men. The upper floor is used entirely as a stock room.

Mr. Walsh is a veteran in the book trade, having been actively engaged in it since 1878, and during all this time in the same street, Saint John. After a short experience at No. 72 Saint John he removed to No. 25, and occupied those premises for a period of twenty years, moving four years ago, on account of increased business, to his present building, Nos. 9 and 11 Saint John.

Feature Certain Lines.

In conversation with a representative of Bookseller and Stationer, Mr. Walsh expressed hopeful and optimistic views on the future of the modern bookstore. A miniature department store on a higher plane, with lines such as art, music, and literature, is the evolution which he considers practical and feasible in towns or cities where a reasonable support may be expected. This is practically what his own store has accomplished, and the fact that during the last year an increase of 50 per cent. in business was recorded, tends to prove the practicability of his contention. Not only classics, modern fiction, including the entire gamut of literature, is carried, but also a complete line of stationery in all its branches. Music and musical instruments, souvenirs in a bewildering range, artists' materials in the full scope of the term; in fact, everything that may be said to be along educational lines, is in stock.

Asked about window display and interior decoration, as well as publicity plans, Mr. Walsh naively pointed to his store for the first part of the question, and answered that he carried regular space in Quebec daily papers, which he felt paid him. However, his enthusiastic point



Interior of John E. Walsh's Store at Quebec.

was the incorporation of profitable side lines to off-set the decline in sales of the book department. For instance, by cultivation of the tourist trade, his store has established a reputation for being the headquarters in this line.

This establishment is not only known as a bookstore and a printing one, but Mr. Walsh may also be classed as a publisher. A recent success of his is "The New Brief History of Canada." Another text book which is well known in many schools, published by this firm, is "Principles of Book-keeping, with Numerous Exercises."

A BOOSTERS' CLUB.

NEW YORK CITY boasts of an organization named the "Boost" Club. The club had its inception at a noon-time meeting of four men drawn together by a community of thought and interest, who pledged each other to allow no opportunity to pass by which could be used to help "boost" one another. The club has for its aim the noble purpose of instilling into its members that fraternal feeling that arises above petty jealousies and controversies engendered by business competition. It pledges its members to help one another, and teaches the true business value of a kind word and helping hand. The membership is limited to manufacturing and wholesale stationers, and is more of a social than a business organization.

Since its organization the Boost Club has grown very fast. Several of the large cities in the west are about to organize under the same plan, and one will be organized in Montreal shortly. Mr. E. J. Kastner, of the Waterman Pen Co., one of the officers of the club, has taken a charter to that city.

GOOD BOOK STORE ADVERTISING.

BOOKSELLERS often neglect the possibilities of newspaper advertising. The interesting experience of Mr. A. T. Chapman, Montreal, in the midst of strenuous competition, is an object lesson. The Montreal Chapman stores have been built up, largely by publicity and the right lines to back up the assertions. From a newspaper interview lately and afterwards confirmed to a representative of Bookseller and Stationer, the following is chosen:

"Advertising has been of great benefit to me," said Mr. A. T. Chapman. "Two or three departments have been developed entirely through advertising. I consider that the continuous advertising, even small advertising, has the best effect.

"We have made the store name known right through Canada as evinced by correspondence and by the fact that so many people coming to town come to our stores because they know the name.

"One thing we have aimed to do in our advertising, and that is to have our announcement worded a little different from the usual way. A good deal is due to our repeating the same phrase, 'You can always get the latest in books and stationery at Chapman's.'

"Keeping out of the rut we consider indispensable.

"I have been using all papers in our advertising, but the most marked increase in business is consequent upon our regular advertising in the Montreal Star."

CONDENSED OR "WANT" ADVERTISEMENTS.

BUSINESS CHANCES.

FOR SALE—Stock of books and stationery, good condition, about $750 at 75c. on dollar. Apply Box 243, BOOKSELLER AND STATIONER. (5)

FOR SALE.

FIFTEEN hundred rolls wall papers and matched borders stopped in transit. Will retail from 5 to 30c. Will take forty-five dollars for lot—cash. DICKENSON & CO., 607 Sherbourne St., Toronto. (5)

SITUATIONS VACANT.

WANTED—A young man who has had 4 or 5 years' experience in the book, stationery, and wall paper business, one who is a good stock keeper and understands window dressing; also experienced saleslady.. Apply immediately A. H. STRATTON & CO., Peterboro. References required. (5)

To our Customers

We beg to introduce ***MR. H. L. EDWARDS*** who in future will call on those formerly visited by ***Mr. H. O. Horne.***

Our travellers are showing some new lines and will be pleased to have you look at their samples.

Fifteen new cover designs in Scribblers.
Don't fail to see them.

G. A. Weese & Son, 44 Yonge St., Toronto

If you want good pencils, buy the **KOH-I-NOOR** and **MEPHISTO** pencils; they give the best of satisfaction and save your time.

FOR SALE BY

Clark Bros. & Co.,
LIMITED
WHOLESALE STATIONERS,
Winnipeg - - - - - Manitoba

The most popular pens are
ESTERBROOKS'
MADE IN ALL STYLES
Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:
THE **BROWN BROS.**, LIMITED
TORONTO.

A HANDSOME WAREHOUSE

FIRST of the Toronto wholesale houses, which suffered in the great fire of April 19, 1904, to get back into new quarters in the burnt area, was The Copp, Clark Co., Limited. Exactly four months after the fire, on August 19, they took possession of the first two floors of the new structure, illustrated on this page. The work of building was pushed forward rapidly, and just about one year after the old building was destroyed, the finishing touches were put on the new building. This month The Copp, Clark Co., Limited, are at last comfortably ensconced in their new home.

The building, which is of brick and steel construction, has a frontage of 35 feet on Front street, and extends back 200 feet to Piper street. It is five storeys in height, not including the basement. Every care has been taken to render the structure completely fireproof. The stairways are inclosed in fireproof compartments, and



Exterior of New Warehouse.

the two elevators, passenger and freight, are shut off from the rest of the building by fireproof walls. Light is supplied to the building from large windows at the front and rear, while an extensive well half way back on the east side insures perfect light to the middle portion of the warehouse.

The Sample Room.

The front section of the ground floor is taken up with the sample room,—an extremely bright and attractive spot. The walls have been covered with a green ingrain paper, topped by an expensive English bordering in which a lotus flower, nestling in green leaves lying on a dark background, is the central feature. Along the base a dark green burlap has been placed. Flags, maps and framed portraits of authors have been employed effectively to decorate the walls.

On display stands, constructed uniformly of polished ash, are laid out samples of every article handled by the company. Stretching nearly the whole length of the western wall, are stands and low wall shelves on which The Copp, Clark book publications are disposed. Down the centre of the room are tables for the disulay of stationery and fancy goods of every description. Near the entrance is the office of Mr. A. Reed, the buyer for and manager of the stationery department.

Shipping Facilities.

The balance of the ground floor to the rear comprises the shipping room. Shipping facilities are second to none, and the system employed obviates all mistakes. Goods coming down for shipment from the various departments above are received from the elevator and pass down along one side of the room to one counter, from which they are called across to another counter on the other side of the room. Packers and layers-out never interfere with each other, and no incorrect packing can possibly result.

The Upper Floors.

To the front of the first floor are located the general offices of the company, (of which a partial view is shown), and the private office of the president, Mr. H. L. Thompson. The stationery department occupies the balance of this floor with a charging room at the rear. The facilities for the storage of the staple lines of stationery kept on this floor are excellent. The second floor is devoted to the book department. At the front is the office of Mr. William Copp, the manager, and the book department office. To the rear is the charging room. The balance of the floor is used for the storage of the book stock. On the third floor are fancy goods and fancy lines of stationery. Here are to be found huge piles of games, playing cards, crayons, fancy baskets, cards and calendars. At the front is Mr. Nord's office. The fourth floor is termed the auxiliary store room. Here all surplus stock is stored, though in the Fall this floor is cleared out to accommodate the import fancy goods business. The basement is utilized to store heavy goods, such as slates, etc.

An Historic Firm.

Few stationery houses can trace their existence back as far as The Copp, Clark Co., Limited. While the business has been conducted under various names, the present house is the direct descendant of the original firm of Hugh Scobie, established in Toronto in 1841. Hugh Scobie was succeeded by W. C. Chewett & Co., who for many years carried on business on King street east, where the store of the W. A. Murray Co. now stands. Chewett & Co. were in turn succeeded by Copp, Clark & Co., the firm consisting of the late W. W. Copp, the late Henry J. Clark, and the late Charles Fuller. The first warehouse of the company was located at 47 Front street east, and later the business was moved to 9 Front street west.

In 1885 The Copp, Clark Co., Limited, was incorporated with a capital of $200,000, and with Messrs. Copp, Clark and Fuller as directors. About twelve years ago a re-organization became necessary, owing to the death of all three. Strange to say, they passed away within two years of one another. The company as it now stands was then formed, with Mr. H. L. Thompson, president; Mr. Wm. Copp, vice-president, and Mr. A. W Thomas, secretary-treasurer. The handsome warehouse on Front street west, which was destroyed in the great

fire of 1904, was erected in 1900, and was thus only in use for four years.

As at present arranged, Mr. H. L. Thompson is in charge of the educational products of the firm; Mr. W. Copp, of the book publishing department; Mr. A. W. Thomas of the financial end; Mr. E. H. Harcourt of the manufacturing enh, and Mr. Arthur Reed of the station-



General Offices.

ery department. The firm have nine travelers, who cover Canada from coast to coast.

The Factory.

About 1872 the old firm of Copp, Clark & Co. purchased the buildings at 67-79 Colborne street for factory purposes. Additions and extensions have been made to these buildings during the intervening years, until to-day the factory is of immense extent. During the confusion subsequent to the fire of last year, the existence of the factory proved a regular godsend to the company, as it ensured a speedy recovery of stock. The firm occupied a portion of the factory and some adjacent buildings as offices and storerooms until the new warehouse was sufficiently completed to admit of a partial occupation.

The factory is completely equipped to do all kinds of printing, lithographing, binding and ruling; to manufacture leather goods, fancy goods, games, toys, flags, stationery, etc. The extent of the various departments is a revelation to the outsider. The latest machines have been installed for the expedition of work, and the curious can here watch the operations of machines which number both sides of a page at once, machines which rule both sides of a sheet, machines which with a single motion round the backs of books,—in fact all the macnines requisite to turn out the vast variety of work produced in The Copp, Clark factory. The plant is run night and day during the busy seasons, and even the output is hardly up to the requirements of the firm.

EVERYTHING IN IMPORT GOODS.

Room 21, at 232 McGill street, Montreal, is a veritable revelation in the extent and variety of import lines of holiday goods. The foregoing is but an inadequate appreciation of Warwick Bros. & Rutter, Limited, import samples in the hands of Mr. James B. Fraser and Mr. J. L. Swain. A representative of Bookseller and Stationer had the pleasure of viewing their lines at the above address. Mr. Fraser and Mr. Swain have just finished a successful showing at Ottawa, and the end of this month will be in Quebec and afterwards in Kingston. Dealers in the neighborhood of these districts will be amply rewarded for any trouble entailed in visiting any of these centres.

From so vast a range, which is equivalent to a buying tour of all Europe, it is difficult to pick out even an inkling of everything which calls for attention. Mr. Fraser called particular attention to the extensive range of leather goods. Among the hand bags the "Vanity," the "Royal Duchess," and the "Swagger," in a full range of leathers, were particularly good sellers. Novelties among these were numerous, and almost inexhaustible. Among a full range of glove and handkerchief boxes the "Antique" and "Austrian Court" boxes are exclusive and need to be seen to be appreciated. Quaint shapes in chinaware in royal porcelain, in gold and white, the beautiful shaded Royal Vienna and the Sicilian are attractive. The range of nick-nacks such as table trays, smokers' sundries, novelties in celluloid goods, frames, albums, etc., is beyond description, and ready sellers may easily be secured. "Business has been satisfactory, and indeed could not help but be," said Mr. Fraser, "and we find stationers eager to incorporate an extensive range of this class of goods."



Section of Sample Room.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during April, 1905.

John Burt. By Frederick Upham Adams. (Book.) Langton & Hall, Limited, Toronto.

Billy Baxter's Hand Book, April Edition, 1905. Compiled and published by Baxter Advertising Co. Matthew M. Baxter, Toronto.

La Revue de Jurisprudence. Volume X. Par Charles Chamilly de Lorimier. Camille Theoret, Montreal.

A Pracitcal Guide to Police Magistrates and Justices of the Peace. Second Edition. By James Crankshaw, B.C.L. Camille Theoret, Montreal.

Neglecting the Web. Song. Words by W. A. Bradley. Arranged by Herbert D. Huber. (From Soprano by Peter Shupe.) Herbert D. Huber, Berlin, Ont.

Sir Wilfrid Laurier. Par Laurent Moisan fils. (Medaillon.) Laurent Moisan, fils, St. Sauveur, Quebec.

Analytical Geometry for Beginners. By Alfred Baker, M.A., F.R.S.C. W. J. Gage & Co., Limited, Toronto.

Intimations. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 1. The Humming-Bird. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29. The Water-Lily. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 3. Fern Song. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 4. The Half-Ring Moon. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29. The Mocking-Bird. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 6. The John Church Co., Cincinnati, Ohio.

The Girl and the Bandit. Waltzes. By Frederick Colt Wight. Jerome H. Remick & Co., New York.

Dainty Dames. For Piano. A Novelette. By Charlotte Blake. Jerome H. Remick & Co., New York.

My Lady Laughter. Waltzes. By Charlotte Blake. Jerome H. Remick & Co., Detroit, Michigan.

Chicken Chowder. Characteristic Two-Step. By Irene M. Giblin. Jerome H. Remick & Co., Detroit.

Chartered Accountants Course. Conducted by David Hoskins, F.C.A., Toronto. David Hoskins, Toronto.

Serenade. For Piano. By Howard Brockway. Op. 28. The John Church Co., Cincinnati, Ohio.

Annetta. Intermezzo. For Piano. By C. S. Morrinson. The John Church Co., Cincinnati.

Around Montreal. (Carte geographique.) A. De Grandpre, Montreal.

The Chemical Industries of the Dominion, 1905. Article published in Industrial Canada. (Temporary Copyright.) William Robert Lang, Toronto.

Robertson's Landmarks of Toronto. Fourth Series. By John Ross Robertson. (Book.) John Ross Robertson, Toronto.

Sandy. By Alice Hegan Rice. (Book.) William Briggs, Toronto.

My Irish Molly O. Words by Wm. Jerome. Music by Jean Schwartz. Jerome H. Remick & Co., New York.

My Own Best Girl. Song. Words and music by E. B. Sutton. E. B. Sutton, Bala Falls, Ont.

Niccolini. Waltz song. Words by James O'Dea. Music by Neil Moret. Jerome H. Remick & Co., New York.

Meet Me Down at Luna, Lena. Song. Words by Brady and Johnson. Music by Henry Frantzen. The Theatrical Music Supply Co., New York.

Morang's Second Reader. Edited by John Dearness, M.A., W. A. McIntyre, B.A., and John C. Saul, M.A. Morang & Co., Limited, Toronto.

First Steps in English. For use in Canadian schools. (Book.) W. J. Gage & Co., Limited, Toronto.

INTERIM COPYRIGHTS.

Les Heros du Feu du Canada. (Livre.) Gaston P. Labat, Montreal.

Michilimackinac. An Indian Play. A.D. 1763. Louis Oliver Armstrong, Montreal.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Clansman," by Thomas Dixon. Copp, Clark.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "The Prospector," by Ralph Connor. Westminster.
6. "The Masquerader," by Mrs. Thurston. Harpers.
6. "Jess & Co," by J. J. Bell. Copp, Clark.

BRANTFORD

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
3. "The Princess Passes," by Williamson. McLeod & Allen.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "The Prospector," by Ralph Connor. Westminster.
6. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
6. "The Princess Passes," by Williamson. McLeod & Allen.

COLLINGWOOD.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
3. "Tom Moore," by Sayre.
4. "My Lady of the North," by R. Parrish. McLeod & Allen.
5. "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
6. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

GUELPH.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Duke Decides," by Headon Hill. McLeod & Allen.
3. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
4. "The Masquerader," by Mrs. Thurston. Harpers.
5. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
6. "The Garden of Allah," by Robert Hichens. Briggs.

HALIFAX.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Masquerader," by Mrs. Thurston. Harpers.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
5. "The Truants," by A. E. W. Mason. Bell & Sons.
6. "The Imperialist," by Mrs. Cotes. Copp, Clark.

HAMILTON.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
3. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
4. "The Lure of the Labrador Wild," by D. Wallace. Revell.
5. "The Undercurrent," by Robert Grant. Scribners.
6. "The Millionaire Baby," by Anna K. Green. McLeod & Allen.

KINGSTON.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

MONCTON.

1. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "The Prospector," by Ralph Connor. Westminster.

5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "The Masquerader," by Mrs. Thurston. Harpers.

MONTREAL.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
4. "The Garden of Allah," by R. Hichens. Briggs.
5. "The Fugitive Blacksmith," by C. D. Stewart. Copp, Clark.
6. "The Masquerader," by Mrs. Thurston. Harpers.

OTTAWA.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Vicissitudes of Evangeline," by E. Glyn. Harpers.
3. "The Clansman." by Thomas Dixon. Copp, Clark.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "Captain Amyas," by D. Wyllarde. Lane.
6. "Return," by Alice MacGowan. Copp, Clark.

PETERBORO'.

1. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
2. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "The Millionaire Baby," by A. K. Green. McLeod & Allen.

ST. CATHARINES.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Masquerader," by Mrs. Thurston. Harpers.
5. "The Undercurrent," by Robert Grant. Scribners.
6. "The Millionaire Baby," by Anna K. Green. McLeod & Allen

TORONTO.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Clansman," by Thomas Dixon. Copp, Clark.
3. "Sandy," by Alice Hegan Rice. Briggs.
4. "Return of Sherlock Holmes," by A. Conan Doyle. Morang.
5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
6. "The Masquerader," by Mrs. Thurston. Harpers.

VANCOUVER, B.C.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "The Diary of a Church Goer."
6. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.

WINNIPEG.

1. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
2. "The Masquerader," by Mrs. Thurston. Harpers.
3. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
4. "The Clansman," by Thomas Dixon. Copp, Clark.
5. "The Millionaire Baby," by Anna K. Green. McLeod & Allen.
6. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.

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THEIR NEW HOME IN CANADA

FINDING their office in the Alliance Building, St. James street, Montreal, inconvenient, unhandy, and altogether inadequate to cope with the necessities of their growing trade in this country, the L. E. Waterman Co., of Canada, Limited, have removed to more roomy premises at 136 St. James street. Here the commodious main floor and two rear flats will do much to accommodate their constantly growing stock of both pens and pencils, will facilitate shipping, allow for a larger display, and give ample space for contemplated manufacturing purposes. The new premises will also permit of a more perfect repair department, and enable the making of exchanges and repairs with a great saving of time for the user of the Ideal pen, because, as is well known, it matters not where the pen is bought, if it is not perfectly satisfactory, the L. E. Waterman Co., of Canada, Limited, will, at this office, make exchanges just as is done at the parent office, New York.

Mr. E. J. Kastner in Charge.

Mr. E. J. Kastner, recently elected secretary of the Canadian Co., is a veteran with the firm, and late of the New York office, and will be in charge of the Canadian business. During his seventeen years connection with the L. E. Waterman Co. he has thoroughly learned all branches of the fountain pen business, and is looked upon to-day as possibly one of the most thoroughly posted men in this modern business. He is a thoroughly practical man and possesses energetic qualities to a remarkable degree, which, coupled with his sound business acumen, go to make him a successful manager. Because of Mr. Kastner's familiarity with every detail of the Waterman's Ideal Fountain Pen business almost from its inception to the present day, the Canadian trade will find their interests very carefully attended to, and increased business for all may be confidently looked forward to.

Exterior and Interior Store Arrangements.

The fixtures and conveniences in the premises are worthy of more than passing notice. Perhaps the most striking feature of the exterior display is in the form of an overhead sign on which appears on a beaten gold background, a ten-foot Waterman's Ideal Fountain Pen in semi-relief. This is well set off at the sides by bevelled plate glass signs with a black background and chipped gold letters, showing a list of the different offices in various other cities. The predominating colors on the outside will be a mingling of green, black and gold, while the appearance of the window will be greatly enhanced by a hanging plate glass sign.

The interior of the store is most handsomely finished from floor to ceiling; the floor is of solid oak, there is a seven-foot oak wainscoting, and from the top of this to the ceiling the wall is finished with green burlap with an ornamental gold frieze. For interior display two handsomely finished fifteen-foot showcases are used. The bases of these are of solid oak, and the top is of heavy plate glass without mounting. These cases range down the centre of the front part of the main floor, and at the end of them is an archway dividing the showroom from the correspondence department, which is very orderly arranged and modernly equipped. The interior color scheme is in green, gold and oak.

The two flats at the rear are temporarily utilized as storage rooms for the large number of showcases, display fixtures and advertising matter usually supplied to dealers who handle Waterman's Ideal Fountain Pens. On these floors will also be carried a reserve stock of Hardtmuth's Koh-I-Noor and other pencils and rubbers, and Waterman's Ideal Fountain Pen, ink, and other accessories. In the place and deserving of special mention is shown a peculiarly beautiful and efficient lighting system that differs from anything previously seen in store lighting in this city. Sixteen incandescent lights are hung on either side of the two long showcases suspended from the ceiling by a brush brass chain fixture, the lamps being encased in globes of Tiffany Favrile glass, which gives a most beautiful effect.

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Accountants and Auditors.
Hoskins, David, Toronto.
Jenkins & Hardy, Toronto.

Art Signs.
Martell-Stewart Co., Montreal.

Barristers, Solicitors, Etc.
Atwater, Duclos & Chauvin, Montreal.
Beatty, Blackstock, Fasken, Riddell & Mabee, Toronto.
Irwin & Jones, Toronto.
McLean, Wm. A., Guelph, Ont.
Mewburn & Ambrose, Hamilton.
Tupper, Phippen & Tupper, Winnipeg.
Wilson, W. G., Napanee, Ont.

Books and Albums.
Briggs, William, Toronto.
Brown Bros. Co., Toronto.
Copp, Clark Co., Toronto.
Fox, Duffield & Co., New York.
McLeod & Allen, Toronto.
Merriam, G. & C., Co., Springfield, Mass.
Picture Post Card Co., Ottawa.

Botanical Microscopes.
Copp, Clark Co., Toronto.

Blank Books.
Copp, Clark Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Warwick Bros. & Rutter, Toronto.

Calendars, etc.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Tuck, Raphael, & Sons Co., New York.
Warwick, Bros. & Rutter, Toronto.

Commercial Works.
Morton, Phillips & Co., Montreal.

Crayons and Paints.
The American Crayon Co.—A. J. McCrae, Toronto.

Crepe Paper.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.

Educational.
Metropolitan Business College, Ottawa.
St. Margaret's College, Toronto.

Fancy Goods.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Flags and Sporting Goods.
Copp, Clark Co., Toronto.

Fountain Pens.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E , Montreal.
Weese, G. A., & Son, Toronto.

Glue, Paste and Mucilage.
Carter's Ink Co., Montreal.
Colonial Ink Co., Peterborough.
Copp, Clark Co., Toronto.
Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory.
American House, Hamilton, Bermuda.
Grand Hotel, Galt
Provincial Hotel, Gananoque.
Queen's Park Hotel, Trinidad, B.W.I.
The Argyle, Hamilton, Bermuda.
Tower Hotel, Georgetown, Demerara, British Guiana.
Victoria Lodge, Hamilton, Bermuda.
Windsor Hotel, Hamilton, Bermuda.
Woodside Boarding House, Georgetown, Demarara.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
McFarlane, Son & Hodgson, Montreal.
Warwick Bros. & Rutter, Toronto.

Pencils.
Brown Bros., Limited, Toronto.
Clark Bros., Winnipeg.
Copp, Clark Co., Toronto.
McFarlane, Son & Hodgson, Montreal.
Richardson & Bishop, Winnipeg.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Playing Cards, Picture Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas., & Son, London, Eng.
Union Card & Paper Co., Montreal.

Postal Scales.
Pelouze Scale and Mfg. Co., Chicago.
Triner Scale & Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers.
Weese, G. A., & Son, Toronto.

Rubber Bands.
Faber, A. W., New York.

School Supplies.
Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.
Copp, Clark Co., Toronto.
Gage, W. J , & Co., Toronto.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Picture Post Card Co., Ottawa, Ont.
Tuck, Raphael, & Sons Co., New York.
Warwick Bros. & Rutter, Toronto.

Stationery.
Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co , Toronto.
Gage, W. J., Co., Toronto.
Librairie Beauchemin, Montreal.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Tally Cards, etc.
Elliott, Chas. H., Co., Philadelphia.

Telephones.
Bell Telephone Co. of Canada, Montreal.

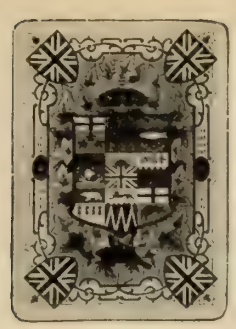
Thumb Tacks.
Hawkes-Jackson Co., New York.

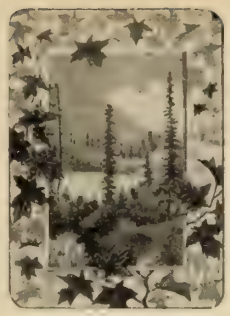
Toilet Paper.
Weese, G. A., & Son, Toronto.

Typewriter Supplies.
Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N.J.
United Typewriter Co., Toronto.

Wall Paper.
Stauntons Limited, Toronto.

Wholesale Jobbers.
Weese, G. A., & Son, Toronto.

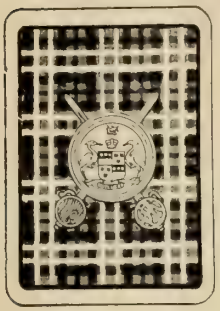

CANADA


OCEAN to OCEAN


INDIAN CHIEF


MOOSE

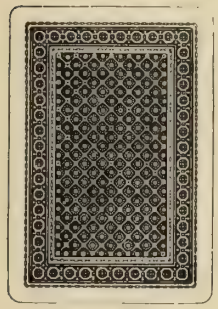

MAPLE LEAF

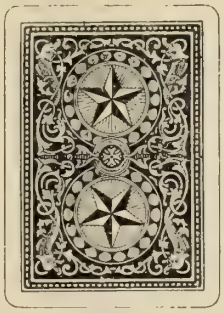

TARTAN -12 CLANS

GOODALL'S PLAYING CARDS

A. O. HURST, 24 Scott St., TORONTO


FORTUNE TELLER


VICEROY


VICEROY


BICYCLE


BICYCLE


BICYCLE

"Highest Award"



National - - 4 lbs. $3.00
Union - - 2½ lbs. 2.50
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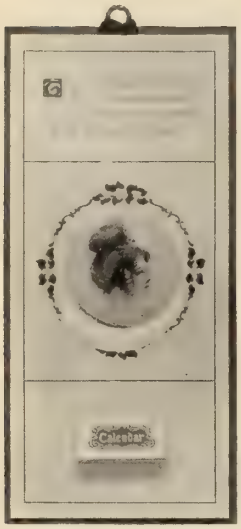
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THE

Bookseller and Stationer

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Vol. XXI. MONTREAL AND TORONTO, CANADA, JUNE, 1905. No. 6.

SOME JUNE CONFIDENCES

PLANS for the anniversary number of Bookseller and Stationer to be issued in August are moving on most satisfactorily. A bright and interesting number can be counted upon. As announced last month, it will be, in the main, an historical number, tracing the growth of the publishing business, the bookselling business, the stationery business, the fancy goods business, etc., during the twenty-one years that Bookseller and Stationer has been in existence. Much half-forgotten stuff will be brought to light, for the investigator and collector of facts, who is going through the old files of the paper, assures us that much material of deep interest lies buried there. One of the most notable features of the anniversary number will be the illustrations. If all the plans that have been laid out are brought to a satisfactory issue, the number will contain portraits of all the important people in the book and stationery business. There will also be interesting pictures of buildings, showing the immense progress that has been made since the Bookseller and Stationer was founded away back in August, 1884. If any readers desire to have extra copies of the anniversary number mailed to them, it would be as well for them to advise the publishers early, as the edition will be strictly limited to requirements.

* * *

Have the readers of Bookseller and Stationer been noticing the series of illustrated descriptions of "Leading Canadian Stores," which have now been appearing for several months? The series has been evoking interest not only in Canada, but in England, the United States, and even in the West Indies. A large manufacturer of stationery in the United States, when shown the pictures of one of our Canadian stores which appeared some months ago in this series, exclaimed: "I had no idea you had such fine stores in Canada." A dealer in the West Indies addressed a letter to one of the Canadian booksellers, whose store had been described, complimenting him upon it and asking him for further information to aid in the building of a new store. These are but two of several instances, brought to our attention, in which the series has awakened keen interest. The idea must not gain credence that the booksellers, whose stores are written up, pay for the space in Bookseller and Stationer, or that the management of this paper are discriminating in any way. On the contrary, any dealer who can show a clean, bright, creditable store, is at perfect liberty to communicate with the editor and have his store illustrated and described in the series.

* * *

One of the traveling representatives of this paper, who was off the road recently, tells the publishers that Bookseller and Stationer was never in higher favor among its readers. At every store at which he called, as soon as he announced his connection with the paper, he was given a hearty welcome and words of appreciation were poured into his ear. For these gratifying manifestations of popularity the publishers are thankful.

* * *

The publishers of Bookseller and Stationer are anxious to keep in close touch with the readers of the paper. So far as the latter are concerned it is an easy matter for them to learn all that there is to know about the paper. It comes to them regularly every month and is, we trust, read from cover to cover. But the relationship the other way is different. It is quite an undertaking for the publishers to find out about the readers. There are several channels through which information can be gleaned. The travelers for the publishing and stationery houses are probably the best source from which to secure news, but even that channel is an imperfect one. What would be much preferable would be a letter or a card direct from the reader to the publisher. Then there could be no misstatement of facts, no omission of important news and no mistakes of any kind. Cannot readers of Bookseller and Stationer let us hear from them a little oftener? An item of news, a hint as to the improvements, a protest against unfair conditions, would all be attended to promptly and would not only make the paper more valuable, but would benefit the dealer himself as well.

* * *

In July, the half-yearly list of Canadian publications from Jan. 1 to July 1, will be published. It is now two years since this list first appeared in Bookseller and Stationer, and it has come to be regarded as one of the most valuable features of the paper. While the number of books published in Canada is not a large one, yet it is a growing one, and in future years the lists as now appearing will doubtless possess a considerable value. It would accordingly be a wise move on the part of booksellers to preserve the issues of the paper in which these lists appear.

MONTHLY REPORT FROM BOOK CENTRES

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
June 1, 1905.

MAY sales of books have been quite up to the average. Fiction has sold well and there has been considerable interest manifested in nature books. Of these, books on flowers, birds and gardening have been in chief demand. Some attractive window displays have been seen.

* * *

In fiction, "The Marriage of William Ashe," by Mrs. Ward, has been in best demand. A close second was "The Masqderader," by Mrs. Thurston. "The Man on the Box," by Harold MacGrath, and "God's Good Man," by Marie Corelli, still sell well. There has been a good demand for "The Return of Sherlock Holmes" and "Jess & Co." "The Garden of Allah," by Robert Hichens, is also asked for.

* * *

Considerable interest has been manifested in the lines of small framed art pictures, which are stocked by some stores. These diminutive pictures range from 35 cents up and are in place almost anywhere in the house.

* * *

Wedding stationery has been called for extensively during May. There is to be noted a return to the regular English script, while the square, plain sheet of white paper is the correct thing. Announcements are in the same style.

* * *

The book stock of the Bain Book & Stationery Co. has been disposed of to W. A. Murray & Co. During the month the pictures, stationery, etc., were cleared out at reduced prices. The business is now closed.

W.A.C.

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
June 1, 1905.

JUNE opened up briskly in Montreal book and stationery circles, and Summer trade is expected to offset Spring quietness. Some of the new books in good demand are "The Secret Woman," "The Garden of Allah," "A Welsh Singer," and "For the White Christ." Another new title which has caught the public fancy is "Stingaree." Demand is very diversified and sales do not run to any one particular book. Paper fiction, as low in price as five for fifty cents, is already asked for and every store shows exceptional lines at 25c., 50c. and 65c., displayed and ranged according to price. Old copyrights are featured in one store in good cloth binding at 50c. Books, demand for which has somewhat declined, are moved by reducing $1.50 ones to $1.10 and $1.25 ones to 95c. A good display of these was noticed in one store. On a raised green cloth-covered table were alternately arranged three books placed upright with the backs showing outwards, then at the rear another one displayed with the cover outwards. Another ingenious idea employed by F. E. Phelan is a simple stand device on the top of recent arrivals in books, upon which is placed the book of the hour. This is constantly changed.

* * *

Local interest of an extraordinary character is lent Dr. Drummond's latest collection of verse, "The Voyageur." Canadians peculiarly appreciate the unusual dialect. Nearly every store featured this latest arrival and it was the book of the month. Another French-Canadian story, which is an old-time favorite, is again prominently displayed. This is William Kirby's "The Golden Dog."

* * *

The presentation of Quincy Adams Sawyer at a local theatre the first of the month was well utilized by more than one store to push the book. A window display with appropriate posters of this New England tale aided sales. Another good idea to push David Graham Phillips' "The Plum Tree" was an extremely good imitation of a plum tree in the window display, with the books scattered throughout the window.

* * *

Mention must be made of the satisfactory stationery trade during the month. June is proverbially a harvest season in this particular, and the new creations in wedding stationery and announcements did good business. London white is proving the most popular color, in the new lines. Office accessories are also receiving more attention than formerly.

* * *

Prize books for school closing, comprising large selections suitable for the young folks, boys and girls, with a list of the poets, are advertised and displayed

G.E.F.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building, Winipeg, Man.
June 1, 1905.

BOOK sales in May seem to have been satisfactory, and June should see the beginning of the trade in Summer fiction. The local trade seem well satisfied with the last month's business.

* * *

"The Marriage of William Ashe" is still selling briskly, and is undoubtedly the favorite of the moment. "Sandy," by Alice Hegan Rice, is popular, but is not the good seller that "Mrs. Wiggs of the Cabbage Patch" was. "The Orchid," by Robert Grant, "The Plum Tree," by David Graham Phillips, "Stingaree," by E. W. Hornung, and "The Gate of the Desert," by John Oxenham, are all good sellers among the newer fiction. The "History of the War of 1812," by James Hannan, which attracted considerable attention while running in the Canadian Magazine, is meeting with a favorable reception in book form.

* * *

Souvenirs of Winnipeg are featured largely by the local stores, and the results seem to justify the efforts made. Books of Winnipeg views are a staple line for which there is always more or less demand, especially by tourists and transients who pass through the "Gateway of the West" by thousands every year. The picture post card with Winnipeg views is also a good seller.

F.R.M.

PUBLISHERS' ANNOUNCEMENTS

JUNE publications of McLeod & Allen, Toronto, include the cheap editions of "Graustark," by G. B. McCutcheon, and "Wings of the Morning," by Louis Tracy; the new Tracy book, "The Great Mogul," and "A Courier of Fortune," by A. W. Marchmont. All will be ready early in the month. Particular interest attaches to the last-named book, in that a dramatized version of the story was presented for the first time in Canada a few weeks ago.

* * *

One of the handsomest books ever issued at as low a price as $1.25 is "For the White Christ," just published by McLeod & Allen, Toronto. The letter-press is in two-colors and the illustrations are lavishly colored. The binding is extremely handsome.

* * *

The June publications of Langton & Hall, Limited, Toronto, include "The Mandarin's Fan," by Fergus Hume, and "The Ravenels," by Harris Dickson. Both are in cloth and paper editions ($1.25 and 75c.).

* * *

A second edition of "The Millionaire Baby," by Anna Katharine Green, has been put on the market by McLeod & Allen. "The Marathon Mystery," by B. E. Stevenson, still sells well. "Millions of Mischief," by Headon Hill, was issued in cloth and paper at the end of May. Fair sales of "My Lady of the North," by Randall Parrish, are noted.



T. Jenkins Hains
Author of "The Black Barque." (Copp, Clark Co., Limited.)

* * *

Among the McLeod & Allen publications this month is a new dollar edition of the "Galt Cook Book." This volume of recipes was issued some time ago by the ladies of Galt, Ontario, to remove a church debt. The new edition has an attractive new cover and additional blank pages for writing in recipes.

* * *

The Westminster Co., Toronto, last month published a novel by a new Canadian writer, Marian Keith. The title is "Duncan Polite, the Watchman of Glenoro." For a book by a new writer the sales have been good. (Cloth, only, $1.25)



E. W. Hornung
Whose "Master Mummer" has just been issued by The Copp, Clark Co., Limited.

* * *

Five volumes have been issued by the Bobbs-Merrill Co. in their series of novelettes and short stories known as the Pocket Books. They are: "The Amethyst Box" and "The House in the Mist," by Anna Katharine Green; "The Princess Elopes," and "Enchantment," by Harold MacGrath; and "The Motormaniacs," by Lloyd Osbourne. It will be interesting to see which of these little 75-cent books turns out to be the most popular, for they all seem to start with equally fine chances of success.

* * *

L. C. Page & Co., Boston, have been delayed in the publication of Ridgwell Cullum's new novel "In the Brooding Wild." It will be brought out this month and should prove a timely book for Summer reading.

* * *

New issues of fiction by The Copp, Clark Co., Limited, this month include: "Who Giveth this Woman?" by William le Queux, "Maid Margaret," by S. R. Crockett, and "Mid the Thick Arrows," by Max Pemberton.

* * *

Recent additions to the paper novel series of Morang & Co., Limited, are "Traffics and Discoveries," by Rudyard Kipling; "The Prodigal Son," by Hall Caine; "Brave Hearts," by W. A. Fraser; "The Call of the Wild," by Jack London; "The Silent Places," by Stewart Edward White, and "Queen's Quair," by Maurice Hewlett.

A paper edition of "The Return of Sherlock Holmes," by Sir A. Conan Doyle, will be issued June 15 (75 cts.).

* * *

The best sellers during May with The Copp, Clark Co., Limited, were: "Rose of the World," by Agnes and Egerton Castle, "Stingaree," by E. W. Hornung, and "Return," by Alice MacGowan and Grace MacGowan Cooke.



R. G. MacBeth, M.A.,
Author of "The Making of the Canadian West." (Wm. Briggs).

* * *

Paper editions of the following novels will be issued during the present month by The Copp, Clark Co., Limited: "The Crossing," by Winston Churchill, "A Ladder of Swords," by Sir Gilbert Parker, "The Brethren," by Rider Haggard, "Jess & Co.," by J. J. Bell, and "The Prisoner of Madamoiselle," by C. G. D. Roberts. (75c.).

* * *

On May 27, The Copp, Clark Co., Limited, published "The Master Mummer," by E. P. Oppenheim, in cloth and paper editions at $1.25 and 75c., respectively. A very romantic and entertaining novel is "The Master Mummer."

* * *

A book of interest to all lovers of nature is Baird, Brewer & Ridgway's "Land Birds of North America" in three volumes. The Musson Book Co., Limited, have now on hand a stock of this important work, for which they control the Canadian market.

* * *

To the English Men of Letters series, Morang & Co., Limited, have added "William Cullen Bryant" and "William H. Prescott" (75 cts. net). To the American Sportsman's Library they have added "Riding and Driving," by Edward L. Anderson and Price Collier ($2 net).

* * *

Mrs. Chamberlin is following the recently revived custom of soliciting advance subscriptions for the proposed re-issue of her book "Studies in Plant Life," the text of which was supplied by her aunt, Mrs. Catherine Parr Trail. The book will sell at $1.50. It will contain some twenty reproductions in half-tone of Mrs Chamberlin's exquisitely-done paintings of Canadian wildflowers. A strongly-worded letter of commendation is jointly signed by Dr. Fletcher, of the Ottawa Experimental Farm, Prof. James Macoun, of the Geological Survey, and his son, Prof. James M. Macoun, of the same department. The work should have a popular sale. It is expected to be ready in good time for the Fall trade.

* * *

Morang & Co., Limited, have just issued "Speeches and Addresses, Political, Literary and Religious," by John Charlton, ex-M.P. (Cloth $2). Another volume of interest to Canadians is the latest work of A. G. Bradley, "Canada in the Twentieth Century." (Cloth $2).

* * *

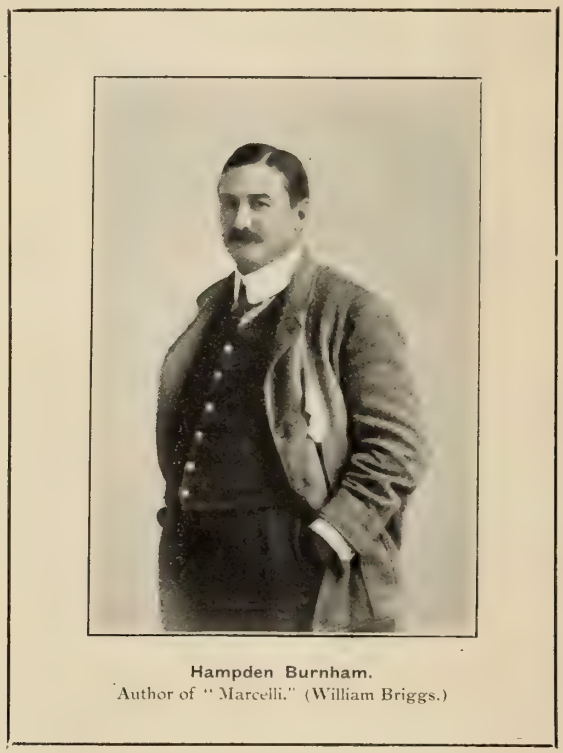
A work on sociology, which has been attracting considerable attention in the United States, has been issued in a Canadian edition by Morang & Co., Limited. It is by Jack London, the novelist, and is entitled "The War of the Classes." (Cloth $1.50 net).

* * *

June publications of the Musson Book Co., Limited, Toronto, are "Pam," by Bettina von Hutten; "Art thou the Man?" by Guy Berton; "A Knot of Blue," by W. R. A. Wilson, and "On the Firing Line," by Anna Chapin Ray. With the exception of "A Knot of Blue," all will be issued in cloth and paper at $1.25 and 75 cts. "A Knot of Blue" sells at $1.50 and 75 cts.

* * *

The new edition of Dr. Muldrew's excellent handbook, "Sylvan Ontario: A Guide to our Native Trees," just published by William Briggs, is made much more convenient and useful to the botanical student by a page of instructions on how to use the index or key, contributed by Prof. Loughhead, of the Ontario Agricultural College. The book is used as a text-book in the Macdonald Institute at Guelph.



Hampden Burnham.
Author of "Marcelli." (William Briggs.)

Mr. A. P. Cockburn's forthcoming work, "The political Annals of Canada" (William Briggs)—to be issued early this month—will have as a frontispiece a fine plate of the famous painting by Mr. Harris, of the Fathers of Confederation. The book will be a substantial volume of 570 pages, handsomely printed and bound. It will sell at $2.50.

SUMMER READING

Return
By ALICE and GRACE MacGOWAN COOKE. A story of the Sea Islands in 1739. Illustrated. Cloth only, **$1.50**

The Fugitive Blacksmith
By CHARLES D. STEWART. Illustrated. Cloth only, **$1.50**

The Clansman
By THOS. DIXON, Jr. Illustrated. Cloth only, **$1.50**

The Master Mummer
By E. PHILLIPS OPPENHEIM. Illustrated. Paper, **75c.**, Cloth, **$1.25**

Mid the Thick Arrows
By MAX PEMBERTON. Illustrated. Paper, **75c.**, Cloth, **$1.50**

Stingaree
By E. W. HORNUNG. Illustrated. Paper, **75c.**, Cloth, **$1.50**

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By AGNES and EGERTON CASTLE. Illustrated. Paper, **75c.**, Cloth, **$1.50**

The Black Barque
By T. JENKINS HAINES. A tale of a pirate slave ship. Illustrated. Paper, **75c.**, Cloth, **$1.50**

The Winged Helmet
By HAROLD STEELE MACKAYE. Illustrated. Paper, **75c.**, Cloth, **$1.50**

The King's Scapegoat
By HAMILTON DRUMMOND. Illustrated. Paper, **75c.**, Cloth, **$1.25**

Who Giveth this Woman?
By WM. LE QUEUX. Paper, **75c.**, Cloth, **$1.25**

A Japanese Romance
By CLIVE HOLLAND. Illustrated. Paper, **75c.**, Cloth, **$1.25**

The Sign of Triumph
By SHEPPARD STEVENS. Paper, **75c.**, Cloth, **$1.50**

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By GILBERT PARKER. Illustrated. Paper **75c.**, Cloth, **$1.50**

The Crossing
By WINSTON CHURCHILL. Illustrated. Paper, **75c.**, Cloth, **$1.50**

The Brethren
By H. RIDER HAGGARD. Illustrated. Paper, **75c.**, Cloth, **$1.50**

The Hound from the North
By RIDGWELL CULLUM. Paper, **75c.**, Cloth, **$1.50**

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By F. MARION CRAWFORD. Paper, **75c.**, Cloth, **$1.50**

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By JOHN OXENHAM. Paper, **75c.**, Cloth, **$1.50**

The Loves of Miss Anne
By S. R. CROCKETT. Paper, **75c.**, Cloth, **$1.50**

Beatrice of Venice
By MAX PEMBERTON. Paper, **75c.**, Cloth, **$1.50**

The COPP, CLARK CO., Limited, - TORONTO
PUBLISHERS

BOOKS OF THE MONTH

Boyle, Virginia Frazer. "Serena." New York: A. S. Barnes & Co. Cloth $1.50. This new author has produced a story on an old but inexhaustible theme—the American Civil War. Amid the breaking up of the old social order and the wreck of homes, touching episodes of heroism occur. Love plays the usual part in the drama, and is rewarded in the usual way after the heroine has, by high courage and resolve, saved the life of her twin brother and maintained the family honor as a second Joan of Arc on the field of battle.

Castle, Agnes and Egerton. "Rose of the World." Toronto: The Copp, Clark Co., Limited. Cloth $1.50. One of the best novels of the season, with a unique plot that is very refreshing. In brief, Lady Gerardine, married the second time as a matter of convenience, is by circumstances led to fall in love with her first husband, whom she had married when an immature girl, and who is supposedly dead. The return of the first husband in the end clears the atmosphere.

Connolly, James B. "On Tybee Knoll." New York: A. S. Barnes & Co. Cloth $1.25. A fresh, breezy story of the woods, the river and the sea on the coast of Georgia, wholly devoid of sentimentality. There is not even a love story, though there is one impending at the close. Strong, resourceful and brave, Tom Charlton, with love of home and deep filial affection for his motive, fights his way through dangers by land and sea and the envy of rivalry to a well-earned success.

Drummond, Hamilton. "The King's Scapegoat." Toronto: The Copp, Clark Co. A story of France in the fifteenth century. Gaspard Hellewyl, the hero, strikes a bargain with King Louis, by which he is to recover his estates and at the same time take vengeance upon his enemy. The service required in return is that Gaston de Foix, the young Count de Narbonne, upon whose domains Louis has designs, is to be delivered into his hands. The undertaking miscarries, and Gaspard is about to pay the forfeit of his life but is saved by the timely death of the King and the faithfulness of his lady love, Suzanne de Narbonne.

Freussen, Gustav. "Jorn Uhl." Boston: Dana Estes & Co. Cloth $1.50. A translation from the German by F. S. Delmer. This remarkable book, which in his own country has made its author famous, is a story of German farm life, simple in language and style, profound in thought and design and artistic in treatment. Jorn Uhl is not so much a hero in the novel sense as a study—a study of the evolution of a human soul. His whole life is passed in the almost boorish simplicity of German country life, excepting three years of the conscription and a campaign of the Franco-Prussian war. Heredity, environment and the forces of nature all have their bearing upon the main design, which is to show that the human soul is greater than these, and that faith in God is the mainspring of action.



Specimen illustration from "Stories and Sermons of Buckskin Brady." (William Briggs.)

Green, Anna Katharine. "The House in the Mist." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. Anyone who has read previous books by this author will understand what a treat is in store for them. Mystery in its most absorbing form lurks in all her stories. In "The House in the Mist" an element of tragedy and horror is infused that renders it one of the most memorable of mystery tales.

Gulick, Sidney L. "The White Peril in the Far East." Toronto: Fleming H. Revell Co. Cloth $1 net. The real significance of the struggle in the Far East is

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Hughes' Interest Tables and Book of Days combined,
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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, 4.00

Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00.

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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the subject of this book. In concrete form Russian aggression is the white peril of the Eastern races. Japan, whose marvellous evolution is traced with skilful hand, is the force whose mission it is to champion, not merely her own cause, but also to determine the destiny of the nations of the Orient. The book is clear-cut, well written and convincing.

Guthrie, Charles John. "John Knox and His House." Edinburgh and London: Oliphant, Anderson & Ferrier. 1s. A valuable book for the student of the great Scottish Reformer and his times. It comprises a description of his old house in the Canongate, the leading facts in his life, and an index of all the books written on or about him, constituting a library in themselves.

Hobbes, John Oliver. "The Flute of Pan." London: George Bell & Sons. The theme of this pretty romance finds its suggestion in its title. The sweet piping of the flute of Pan—which is love—cannot be heard amid the din of battle nor the revelry of courts. A hereditary foreign princess and an English nobleman of artistic tastes fall in love, and for a time play their respective parts in war and at court, and finally, after many misunderstandings arising out of their peculiar social relations, reach a happy solution of their difficulties by renouncing rank and wealth for each other.

Holland, Clive. "A Japanese Romance." Toronto: The Copp, Clark Co. Cloth $1.25. The materials for this pretty romance are found in the Flowery Kingdom, where social usage permits marriage under easy conditions and divorce for trivial causes. Leslie Somerville, a young English art student, finding little Mio San in distress, marries her from motives of pity and chivalry, but soon finds the tie irksome. Leaving her well provided for, he returns to England, where a sense of honor alone deters him from marrying Violet Desborough until news reaches him of the death of his little Japanese wife.

Hornung, E. W. "Stingaree." Toronto: The Copp, Clark Co. Cloth $1.50. The startling adventures of a desperado in the wilds of Australia. The man possesses a certain romantic interest on account of former associations and culture—a love of music and a chivalrous regard for human life. Resourceful and lawless, he is a criminal of the picturesque type, and an outgrowth of what was at one time a convict colony.

Keith, Marian. "Duncan Polite." Toronto: The Westminster Co. Cloth $1.25. A story of Canadian rural life. The scene is laid in the vicinity of Lake Simcoe. The descriptions are vivid and true to nature, revealing in the writer both the poetic and the artistic temperament. She possesses the rare power of provoking to laughter or moving to tears at her will, and her characters seem like familiar friends. A new name in Canadian literature and a very delightful book.

Lewis, Alfred Henry. "The Sunset Trail." New York: A. S. Barnes & Co. Cloth $1.50. A highly dramatic and picturesque presentation of life in the west before the advent of the railway. The typical community of Dodge is the scene of the many stirring incidents recorded in this entertaining book. Wm. Lewis has done well in preserving a record of a phase of life now passing away—a life in which adventurous spirits found a field for the exercise of the manly virtues—where the man of courage was the aristocrat and "squareness" the only patent of nobility.

Lincoln, Joseph C. "Partners of the Tide." Toronto: Morang & Co., Limited. Cloth $1.50. The author of "Captain Eri" has produced another of his quaint, comical stories of seafaring life on the coast of Cape Cod. One follows the adventures of Captain Ezra Titcomb and his young partner, Bradley Nickerson, while they wrestle with wind and tide in their hazardous careers as wreckers with unabated interest from start to finish. The droll humor of Captain Ezra provokes one to constant amusement

MacKaye, Harold Steele. "The Winged Helmet." Toronto: The Copp, Clark Co., Limited. Cloth $1.50. A fascinating story of love and adventure in the time of Francis I., King of France, and founded on fact as found in manuscripts and papers in the possession of the old Sieur de Ravelle. One has a glimpse of the horrors of the torture chamber, and secret passages, unscrupulous priests, and faithful followers all have place in the stirring recital. The interest increases till the final chapter, where the end is just what one would wish.

More, E. Anson. "A Captain of Men." Toronto: The Copp, Clark Co. A romance in which social life is re-created, as it may have been lived in the Phoenician city of Tyre when its merchants were princes and its king was that Hiram, who was the friend of David, King of Israel. Tanith, the beautiful daughter of Esmun, is dominated by a passion for Merodach, the Assyrian, but the gentle Miriam, her Jewish slave, wins the heart of this captain of men, who, after wonderful achievements by land and sea, is visited by a stroke of Providence, and then with Miriam he withdraws into a life of peaceful retirement.

Phillips, David Graham. "The Plum Tree." Indianapolis: The Bobbs, Merrill Co. Cloth $1.50. A more scathing arraignment of a political system which has proved to be a hot-bed for every form of corruption it is hard to conceive. Harvey Sayler, the hero, is a young lawyer, who, under the pressure of poverty, drops his ideals and plunges into the vortex of machine politics. With cold-blooded cynicism and an unerring estimate of the forces at his command he "plays the game" and wins the stake for which he plays—political power.

Rice, Alice Hegan. "Sandy." Toronto: William Briggs. Cloth $1. The great vogue of "Timothy's Quest" and "Mrs. Wiggs of the Cabbage Patch" has secured a hearing for this latest book of the author. It has merits of a different kind from its predecessors. The hero with the Scotch name and the Irish temperament enlists the sympathy of the reader, and being a wholesome, hearty boy of parts the natural outcome for him is success.

Sheldon, Charles M. "The Heart of the World." Toronto: Fleming H. Revell & Co. Cloth $1.25. Through the medium of a story the writer of this book teaches with convincing clearness practical lessons for the solution of the difficult questions that beset modern socialism. In capitalism and trades unions he sees two forces mutually destructive unless guided by a morality founded in religion—the religion of Jesus Christ. Quite equal to anything the author has yet written.

Stevenson, Burton E. "The Marathon Mystery." Toronto: McLeod & Allen. Cloth $1.25. An extremely well-sustained detective story, showing how a chain of positive evidence was slowly and surely drawn about the criminal. The scene is modern New York, and the characters people in high society.

Wilson, Professor S. Law. "Helpful Words for Daily Life." Edinburgh: Oliphant, Anderson & Ferrier. Cloth 3s. 6d net. A short sermon on a gospel text for each day of the year. The author has selected out-of-the-way passages, and has enriched his own commentaries on them by adding the words of the great minds of many ages.

SCHOOL BOOKS.

MORANG & CO., LIMITED, 90 Wellington street west, Toronto, have procured the Canadian copyright for Ruskin's "King of the Golden River," and have issued a small paper covered edition of this book for use by the public school pupils at the moderate price of 15c. They have also issued an edition of "Rab and His Friends," by Dr. John Brown.

* * *

For some time the teachers of Ontario have been demanding a new set of books for supplementary reading in public schools, and in compliance with this demand Morang & Co., Limited, have produced a series of supplementary readers in which they expect to include the very best authors, both prose and poetry, in English and Canadian literature. So far three books of the series have been published. Two are high school poetry books, edited by Mr. W. J. Sykes, B.A., English master in the Ottawa Collegiate Institute. The third book of the series, "Poems of the Love of Country," by Mr. J. E. Wetherell, B.A., principal of the Strathroy Collegiate Institute, is an exceedingly unique and successful attempt. It includes patriotic poems of all nations without making use of the twaddle which frequently goes under the name of patriotic poems. The general editor of the series, Mr. J. C. Saul, has already planned for two prose books, two ballad books, selections from the nature poets, selections from Canadian prose and poetical readers, selections from Wordsworth, Shelley and Keats. An excellent book of selections from Tennyson is at present on the press, as is also the book of Canadian poetry, both of which, it is expected, will appear very shortly. It is worthy of notice that the editors of all the books of this series are capable and practical school men of Ontario, men who realize exceedingly what is needed in scope and annotation for pupils of the public schools. The books of this series are to sell at the moderate price of 15c. per volume.

* * *

The new edition of "Buehlar and Edgar's Grammar" is at present on the press, and has been prepared and condensed especially for use in the public schools. The former edition of this grammar was used extensively throughout Ontario and, indeed, throughout Canada in general. The revised edition is to be reduced to 25c. Morang & Co. are publishers of this grammar.

* * *

Morang & Co., Limited, Toronto, announce the authorization of Duncan's "Story of the Canadian People," in Ontario. This history has also been authorized in Manitoba and British Columbia, and in the former place has met already with very pronounced success. Morang & Co. are publishing the revised edition of this history, to be ready in June. New material has been added in relation to the lately formed provinces, and the whole book has been thoroughly revised and brought down to date. This second edition of Duncan's history has been reduced from 60 to 50c.

AGITATING IN ENGLAND.

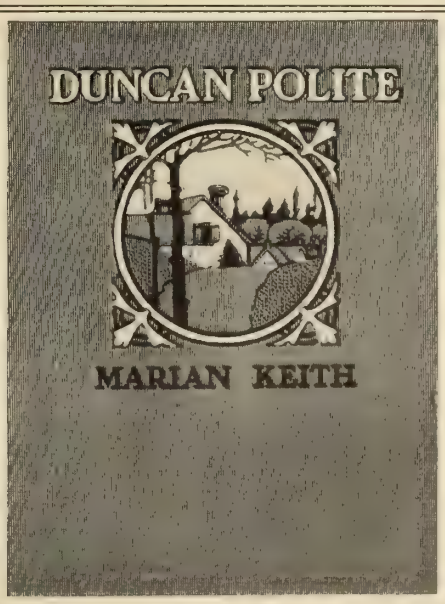
IN a letter from the Birmingham correspondent of Bookseller and Stationer, he says: "The questions of Canadian postal rates and Canadian customs regulations have been recently engaging the attention of the Birmingham Chamber of Commerce. At a meeting held this week a report was submitted showing that while the postal rate on magazines, newspapers and periodicals despatched from the United States to Canada was one cent (or one half-penny) per lb., and from Canada to the United Kingdom one-half cent. per lb., the rate from the United Kingdom to Canada was no less than four pence per lb. In regard to this incongruous arrangement the Postmaster-General had been approached upon several occasions, but to no effect, and it was decided to make a fresh representation upon the subject. Another grievance is the exorbitant postal rate for magazines, periodicals and newspapers printed in Canada and re-posted nere for circulation in the United Kingdom. In some cases the rate is as much as five times that charged upon similar matter printed and posted in England."

DIPLOMATS NIB.

ACCORDING to the Berlin correspondent of the Stationery Trades Journal, of London, the latest thing in pen nibs is the diplomat's nib. At first sight it does not appear to differ from an ordinary nib, but on closer investigation we find that its slit does not continue right to the point, but when arrived immediately in front it turns to the left. In consequence of this arrangement the ink leaves the pen at the side of the latter which makes it suitable for the ever increasing number of people who like to hold the pen sideways.

In Germany it is mostly done by lawyers, men of learning and official personages, who look upon it as one of their privileges to write illegibly. German characters are not at all suitable for this style of writing, but Latin ones turn out well with it, and the new nib therefore deserves the attention of those in England, who appreciate the importance of being the first in the field with promising novelties. The makers also supply a very suitable and simple wooden penholder with it. This otherwise round holder is cut flat on that side on which the first finger rests when writing in the abnormal position. The nib is suitable for the old style of writing as well, and as it is not more expensive than any other superior article of the same kind, it is likely to become popular.

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Vol. XIV JUNE, 1905. No. 6

NEW ADVERTISEMENTS.
Standard Paper Mfg. Co., Richmond, Va.
The Westminster Co., Toronto.
Watson, Foster Co., Montreal.

SIGNS OF PROSPERITY.

DURING the present month the last of the burnt-out stationery firms in Toronto will have moved into their new building, and once more the wholesale stationery trade of that city will be placed on a satisfactory basis. That the destructive fire of last year did not permanently injure any of these firms, but rather strengthened them, speaks volumes for the business acumen of their heads. Toronto, as a centre for the stationery trade, to-day occupies a more prominent position than ever before.

With one exception the burnt-out firms have all erected warehouses on their former sites. In each case the new buildings have been equipped with the most modern conveniences, and all the inadequacies of the old structures have been obliterated. Every effort has been made to cut down the little incidental expenses entailed by imperfect communications, poor lighting arrangements, etc. The result, when everything is taken into consideration, will tend to a greater despatch in filling orders, a smaller likelihood of error, and a reduction in expense of carriage.

Manufacturing facilities have been increased at the same time, and the most up-to-date disposition of plants has been made. With the improved equipment Canadian manufacturers of stationery and kindred lines will now be in a position to make many of the articles hitherto regularly imported. This will mean a reduction in the price of these goods in many cases, due to the fact that there will be no charge for duty.

* * *

Bookseller and Stationer has no free list. It doesn't need one. The trade is covered without.

* * *

A SIGNIFICANT FACT.

IT is a significant fact that the old-established bookstores of New York are in a stronger position to-day than they were before the department stores opened up book departments. In only one department store in the big metropolis can the book section be said to be progressing. This is the opinion of a Canadian bookseller, who has been visiting New York on and off for many years.

Does this condition hold also in Canadian cities where department stores exist? Take as examples Montreal and Toronto. In Montreal it is true to a great extent, but in Toronto it cannot be said to hold. In the latter city the book sections of the department stores do the great bulk of the trade, not only of the city itself, but of the surrounding country. The closing of a Toronto bookstore last month emphasizes this, since no other store has been opened to take its place.

In searching about for the reason for all this,—the reason why bookstores flourish in one city and decay in another,—the unpleasant suspicion impresses itself on the mind that it must be due to a lack of culture in the one city and the presence of a cultured population in the other. The genuine bookstore always appeals to the cultured man or woman, as no department store can do, and so the presence of bookstores is always a sure indication of the presence of a cultured population. After all, there is hope for the bookstore.

* * *

We give more value for the money every month

* * *

PREJUDICIAL MEASURES.

A MEASURE highly prejudicial to interprovincial trade in Canada is the law passed by the British Columbia Legislature, imposing a tax on commercial travelers entering the province and representing firms outside British Columbia. The tax is $100 every six months for liquor and cigar travelers, and $50 every six months for other travelers.

The Canadian trade are naturally up in arms over this measure, which is so much at variance with the principles laid down at Confederation. The Act of Confederation postulated unrestricted trade and intercourse between the people of the different provinces and this British Columbia measure sets all this at defiance.

A somewhat similar measure has been passed by the Quebec Legislature, though there is little discrimination

against the representatives of Canadian houses. A charge of $300 is imposed on commercial travelers not residing in Quebec Province, who represent firms having no place of business in Canada.

While this measure has its unfair points, it is not so serious a menace to trade as the British Columbia act. It will hit American and English houses and will tend to place more business in the hands of commercial agents. On the whole, however, it is an unfair discrimination in restraint of trade and contrary to the principles of Confederation. It, too, should be frowned down upon.

* * *

Read about school supplies in this number.

* * *

BOOK TRADE FOR THE MONTH.

BOOK business for the past few weeks has been quiet. The many distractions of the Spring season have tended to usurp the attention of the reading public. There have been horse shows and horse races at several points, and the usual run of Spring amusements at others, while everywhere house-cleaning has diverted the minds of nearly everybody from books and reading.

Notwithstanding, publishers have been bringing forward many new books on the strength of advance sales. These will form the groundwork for Summer trading. A good many paper editions of favorite novels have also been issued, which should have a good sale during the Summer months.

Attention has been somewhat divided during May so far as fiction is concerned. The race for popularity among the various novels has been closer. "The Marriage of William Ashe," by Mrs. Ward, while still heading the list, does not lead with as great a margin as during April. "Sandy," the new novel by the author of "Mrs. Wiggs of the Cabbage Patch," is a strong second. "The Masquerader," by Mrs. Thurston, is still in considerable demand, as is also "The Prospector," by Ralph Connor, and "The Man on the Box," by Harold MacGrath. A new favorite is "A Welsh Singer," by Allan Raine, and sales of "The Garden of Allah" show an increase that testifies to the merit of this powerful book.

* * *

In August, Bookseller and Stationer will be of age.

* * *

COPYRIGHT LAW NEEDED.

WHILE there may be a diversity of opinion as to how copyright should be secured in this country and how the law should be operated, there are no two opinions on the advisability of reform. The complexity of the law in Canada has filled many publishers with dismay. In a vain endeavor to follow its intricacies, they have become more and more entangled in its mazes. Imperial Acts and Canadian Acts have become hopelessly confused. The reason for this confusion is obvious to all who contemplate the connection between Canada and England. Canada, as a great self-governing colony, one would suppose, should be completely free from Great Britain in the matter of copyright, but Britain, as a member of the Berne Convention, has agreed to the conditions of the convention not only for herself, but for her colonies. It is the difficulty of reconciling these two opposite views that has caused so much confusion.

* * *

Half-yearly book list next month.

* * *

SCHOOL SUPPLIES.

SCHOOL supplies are now being shown on the road by the travelers of big wholesale houses. This year the trade can secure a much wider variety of goods than last year, owing to the restoration of the firms which were burnt out then. Deliveries will also prove much more satisfactory.

Slates have been advanced in price by the manufacturers nearly ten per cent. all round. There seems to be the same scarcity of these goods as last year and deliveries are slow.

So far as school books are concerned, the situation is quiet. There is little likelihood of any change in Ontario texts, owing to the change of Government. Changes are impending, no doubt, but not this year

In other lines, apart from the largely-increased variety, there is nothing of particular interest to note. Some hundreds of different designs in exercise, note and scribbling books are being shown, many of which are quite new and very attractive. There are also novelties in school bags, crayons, pencil boxes, pencils and pens.

* * *

Always mention Bookseller and Stationer in writing to advertisers.

* * *

HAVE COME TO STAY.

TRUSTS, combinations, agreements, or whatever we choose to call commercial organizations, have come to stay—at least until some other system of business development appears to take their place. They are born of to-day's economical conditions.

With manufacturers, merchants and working-men's organizations as the order of the day, those who do not organize are handicapped in the struggle for business or bread. Those who do not organize feel the necessity for it; and those who are struggling in single misery are falling into line with the various armies of consolidation.

It is folly to gnash one's teeth in anger because of such things, or to endeavor to stem the tide of consolidation. The causes which are producing these effects are no more irrepressible than the march of the indomitable Japs.

Those who are forming themselves into consolidations are not philanthropists. They are looking out for themselves; but it does not necessarily follow that these organizations are evil. Economically they can do a great deal of good; but they can also do a great deal of harm. They undoubtedly do a great deal of harm in some instances. The remedy, however, is not to kill them, but to so regulate them that their opportunities for doing harm will be reduced to a minimum, without their being crippled in the good they may do.

PERSONAL AND TRADE NOTES.

The Bennett Mfg. Co., Pickering, manufacturers of filing cabinets, have assigned.

The Star Stationery Store at Fenelon Falls is to be closed by the present proprietor.

S. E. Riggs, of Manitou, Man., is selling off his stationery and confectionery business.

The Anglo-American Premium Co. have been registered at Montreal to deal in books and specialties.

Mr. W. H. Becker, of W. H. Becker & Co., Berlin, called on the trade in Toronto recently.

Mr. J. C. Saul, of Morang & Co., Limited, Toronto, is at present on a business trip to Boston.

Mr. A. M. Edwards, of Galt, was married recently. Bookseller and Stationer extends congratulations.

Mr. Martin, manager of the Canada Drug and Book Co., Regina, was a recent visitor to Eastern Canada.

Mr. E. Stone has joined the traveling staff of Colin McArthur & Co., wall paper manufacturers, Montreal.

Mr. S. B. Gundy, Canadian manager for the Oxford Press, has just returned to Toronto from a business trip to the Old Country.

Mr. James Gamlin, bookseller, Woodstock, Ont., died suddenly at his home on June 5. He was about fifty years of age and unmarried.

Mr. H. L. Thompson, president of The Copp, Clark Co., Limited, is expected back in Toronto from his trip to England on the 11th inst.

Mr. E. T. Reynolds, representing McFarlane, Son & Hodgson, Montreal, for the Province of Quebec, is now making the rounds of the trade.

L. Clyde Davidson & Co., Halifax, have purchased a complete printing plant and installed it on their premises at 141 and 143 Barrington street.

Lemont & Sons, Fredericton, N.B., dealers in furniture and musical instruments, intend to put their business into a joint stock company.

Mr. Frank Cleland, formerly with the United States Playing Card Co., but now with the Kalamazoo Paper Box Co., was calling on the Canadian trade recently.

Mr. Harry Sully, representing L. C. Page & Co., Boston, and Mr. Clarence Caldwell, representing Dana Estes & Co., have recently been calling on the Canadian trade.

Three years ago M. E. O'Gorman, bookseller and stationer, Pembroke, started business in an 8 x 12 room. He has now built up a splendid business, specializing in school supplies and phonographs.

Mr. L. Clyde Davidson, of the new firm of L. Clyde Davidson & Co., Halifax, has recently visited the leading stationery jobbers in Montreal, Toronto, New York, Boston and Cleveland. He has selected a splendid new stock.

"The Canadian Woman's Magazine Publishing Co., Limited," have been incorporated at Toronto with a share capital of forty thousand dollars. The directors are Marion Georgina Ferguson, Hugh McEwen Ferguson and Edgar James Guy.

Messrs. F. A. Ritchie, of Ritchie & Ramsay, Toronto, and George Pauline, of R. Fletcher & Son, tissue paper manufacturers, were passengers on board the steamship Caronia, which had such an exciting experience off Sandy Hook a few weeks ago.

Mr. J. S. Ferrier, of the British publishing house, Oliphant, Anderson & Ferrier, Edinburgh and London, was a recent visitor in Canada. While here Mr. Ferrier arranged with the Rev. R. E. Knowles, of Galt, to bring out the British edition of his forthcoming book.

Mr. John Marley, representing the L. E. Waterman Co., of Canada, Limited, is making an extensive western tour in the interests of his firm. Mr. Marley, who is extremely well posted in the fountain pen and pencil business, will be absent from Montreal for nearly two months.

Warwick Bros. & Rutter, Limited, Toronto, have moved their office from the temporary premises occupied since the fire on Victoria street, to their new building at the corner of King street and Spadina avenue. The stationery and fancy goods department will be moved shortly.

Dr. William T. Grenfell was a visitor in Montreal during May in connection with the celebrated Royal National Mission to the Deep Sea Fishermen on the Labrador Coast. His lectures were successful in every way. Local trade utilized his visit to boom his popular books descriptive of Labrador.

Carter's Ink Co., Buntin, Gillies & Co., and T. D. Little, are now at 130 Craig street west, Montreal, a short distance east of their old quarters before the disastrous fire some time ago. The entire first floor of this new building, remodelled by the St. Lawrence Hall Hotel, is occupied. Up-to-date equipment in every particular is provided.

The A. A. Langford, Limited, have been incorporated at London with a capital of $40,000 to purchase and carry on the business now carried on by the A. A. Langford Co.; to manufacture and deal in all kinds of books, stationery, leather and fancy goods, office supplies, etc.; to carry on the business of a printer, embosser, lithographer and binder.

On May 19 occurred the tragic death by suicide of Mr. C. Theoret, Montreal, one of Canada's foremost publishers of law books. Mr. Theoret was about forty years of age and was owner of both Le Revue Legale and Le Revue de Jurisprudence. He had been suffering for some time from nervous trouble, brought on by close application to mental work.

Senator J. D. Rolland, president of the Rolland Paper Co. and the Modern Printing Co., Montreal, sailed last month for Naples. He will make a tour of Italy and will then proceed to London, where he will join the excursion party of the Canadian Manufacturers Association. Later he will conduct a party of the excursionists to Paris, Brussels and the Liege Exhibition.

The Rolla L. Crain Co., Limited, one of the pioneer firms in Canada, manufacturing loose-leaf accounting systems, have lately added to their plant five new presses, besides a number of labor-saving bindery machines. This increase places this progressive firm in the front row of manufacturers of these systems. Their trade has so extended that this step became an absolute necessity.

STORY OF A COWBOY.

A unique volume, that will be published early this month by William Briggs, is a collection of "Stories and Sermons by Buckskin Brady, the Cowboy Evangelist." The author, who writes under this nom de plume, is a converted cowboy who spent many years in the Bad Lands ranching country of Wyoming, and is now engaged in evangelistic work in Manitoba. The chapters of the book are true to the breezy, unconventional life of the west. The preacher clothes his thoughts in the picturesque vernacular of the west, and he hits out straight for the mark. The descriptions of the adventuresome life of the cowboys and of the wild country in which "Buckskin Brady" rode on many an exciting round-up, are always picturesque and often very effectively drawn. Fifteen fine full-page engravings representative of ranching life are given.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

WARWICK BROS. & RUTTER, LIMITED, have recently patented a wrapper for covering blank books. Hitherto these books have been pasted up in paper wrappers, which had to be torn off and could not be replaced. The new cover slips on and off easily and thus preserves the book from becoming soiled while in stock. It is supplied with the size of the book, thickness, style of binding, title and ruling, and is now being put on all books made by Warwick Bros. & Rutter. Another improvement noticed in their stock of office supplies was the new binding on draft, note and receipt books. These are now found either in quarter binding or canvas board binding in four sizes and twenty different styles.

* * *

Warwick Bros. & Rutter, Limited, are arranging to supply the trade with sample books, containing thirty different private greeting cards. Orders can readily be booked from these and forwarded to Toronto, where the cards are stocked. Warwick Bros. & Rutter will accept and print orders from one dozen cards up. Indications are that there will be a considerable demand for these cards during the Fall.

* * *

There is just about to be placed in the hands of their travelers the most attractive series of papeteries ever prepared by Warwick Bros. & Rutter, Limited. The boxes range in price from fifteen cents to $1.25 and possess a wide variety of design.

* * *

In the eight lines of juveniles are to be found square and oblong shapes, cloth-finish papers, illuminated invitation papers, fancy floral papers, etc., all of which are packed in bright and attractive boxes.

* * *

A notable series in regent size in cream wove and laid papers to sell at fifteen cents has a girl's head after the Gilbert style on the box. "La Vogue" is a resplendent red box with embossed title in white. The paper is crash finish in grey, white and azure tints. This box sells retail at 25 cents. A group of fancy paper boxes, the "Iris," Pansies," "Poppies," "Mousseleine" in gay covers also sell at 25 cents.

* * *

A series in duchess and boudoir sizes, selling at 25 cents, has as the central feature pretty girls' heads reproduced in photogravure and inserted in a fancy embossed lithographed design.

* * *

Seventeen boxes retail at 50 cents. These have fancy lithographed and embossed tops, fancy embossed floral tops, celluloid floral tops, figures aad heads, etc. A pretty box is covered with grey alligator paper, silver stamped. Another has a white morocco cover stamped in colored floral designs.

* * *

At higher prices, there are some exquisite designs. One novelty is of imitation bronze of antique effect in the form of a photo frame, in which is inserted a reproduced photograph. Another box is of fancy embossed white morocco leatherette with green and gold trimmings. A third is in onyx paper with silver stamping in relief. Still another is covered with burnt orange and crimson silk with violet ornaments. Six boxes have fancy celluloid tops.

* * *

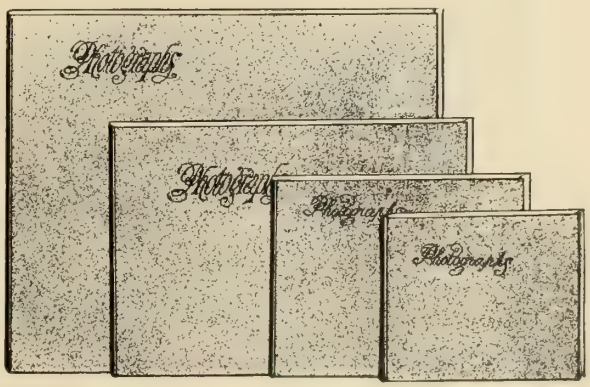
I was shown a tasty specimen of writing pad at The Copp, Clark Co., Limited, showrooms. It is called the "Army and Navy," and an illuminated cover design makes the name very appropriate. The pad is octavo in size, ruled, and has highly-finished paper. The firm inform me that it is proving to be one of their best sellers.

* * *

By arrangement with the makers, The Copp, Clark Co., Limited, are now carrying a very select line of Plashwater Weir Mill notepaper. This arrangement means an improvement in the color tone. The white is even, and the cream not too deep. This paper can be had in either kid finish or plain. There are three sizes, Regina, Salisbury and Rex.

* * *

Just now a good deal of attention is being given by The Copp, Clark Co., Limited, to Gem photo albums,



which I am able to illustrate. These are used for unmounted photographs, have 16 leaves, and are issued in carbon black and Scotch grey colors.

* * *

The Musson Book Co., Limited, Toronto, have been branching out lately, and I understand they are now carrying a line of imported papeteries of fine make, for which they are having a good sale.

* * *

Do you feel that your pencils and pens are not adequately displayed? If you do, it will be a relief to you to see the Colonnade stand for pencils and the Subway stand for pens, handled by The Copp, Clark Co., Limited. These stands hold the pencils and pens erect and can be refilled as they are emptied. They are supplied along with an assortment of pens or pencils.

* * *

As evidence that the stationery trade of Canada appreciate a good article when they see it, it might be

mentioned that they have shown their approval of the "Gibson Art" papeteries issued about a month ago by W. J. Gage & Co., by placing with that firm large orders for this very artistic cabinet of stationery. It is encouraging to our manufacturers to have their efforts to "make in Canada" goods fully equal to imported so promptly recognized and appreciated. Gage & Co. report most gratifying sales for this special papeterie.

* * *

Souvenir post cards published by W. J. Gage & Co. are a particularly fine series, lithographed in seven colors. They have now about fifty different views of prominent Canadian cities, and other points visited by tourists, and as there will be a very large demand for these cards this Summer, by both the traveling and local trade, it will be advisable for dealers to prepare for it by laying in a stock. A sample lot of 100 cards, two each of 50 views, can be had for $1.50.

* * *

An article that every stationer should have, now that the Summer months are coming, and with them picnics, is the crepe paper lunch set, consisting of one table cover, 42x70 inches, with 12 napkins and 12 doilies to match.



Buntin, Gillies & Co., Limited, are showing these in three designs, viz., rose, palm and violet, each set being boxed in the unique manner indicated in the cut.

* * *

A point worth noting just as the tourist trade is beginning, is that the Goodall souvenir playing cards are particularly appropriate for the occasion. These are English-made cards with Canadian subjects, and are thus novelties to the American tourist. Another point to note while speaking of playing cards supplies is that the Grand Slam illustrated bridge score card can now be retailed at 25 cents

* * *

The writer had the pleasure recently of seeing the lines of papeteries that Buntin, Gillies & Co., Limited, are showing for Christmas trade, and must say that they are a very attractive lot. The boxes are all neat and nicely gotten up, and the contents are up to their usual high standard. The holly designs that were so popular last year are continued and they have also added several new lines of this nature together with a number of new and novel patterns. Buntin, Gillies & Co., Limited, have not gone in for the more expensive lines, but have contented themselves with papeteries that can be retailed up to one dollar, and they certainly have an excellent lot to order from.

* * *

At the showrooms of The Copp, Clark Co., Limited, I was shown one of the simplest and yet most effective self-filling fountain pens imaginable. The cap, which is lined with brass acts as a pump when placed on the barrel of the pen and pulled up and down. At the end of the pen there is a cap, which is given a quarter turn before starting to pump. The pen can be filled or emptied at pleasure. It can be retailed at $3.

* * *

A new line that no doubt every stationer has had calls for has lately been introduced by Buntin, Gillies & Co., Limited. They call it the visiting card combination because in each box there are 25 ladies' size visiting cards with 25 envelopes to match. They are put up in two qualities, one having dimity visiting cards and envelopes, and the other society cards and envelopes. Both retail at popular prices and are good sellers.

SCHOOL SUPPLIES.

THE series of note and exercise books, which Warwick Bros. & Rutter, Limited, have prepared for the school openings next Fall, is most complete, and embraces some attractive numbers. Altogether there are fifty styles, but of these some ten stand out prominently by reason of their newness. An attractive line has a cover in brown and green seal leather effect, and is called "Student's Manuscript." The "Rob Roy" in red and blue tartan effect is bright. The "Savoy" in alligator leatherette is something new. A handsome design is the "Poppy," showing a girl's head. The "Niagara" illustrates the famous falls. The "Buster Brown" is a comic cover. The "Automobile" is timely. "Pioneer Days" and "Little Dutch" are bright designs in colors.

In smaller sizes of note books, Warwick Bros. & Rutter, Limited, show several new designs, including "Student's Work Book," "Bijou," "Sui San," and "Notes." The latter is in plaid effect and very serviceable. A new size entirely is the oblong crown quarto with covers of decorated press board, embossed in gold with paper either ruled or plain.

Warwick Bros. & Rutter, Limited, have now in stock a most complete line of note books for collegiate and student work in a great variety of bindings, thicknesses and sizes. The binding includes leatherette, American cloth, marble paper, quarter bound in leatherette and embossed papers, full canvas, half leather, etc.

Prices of slates, both Common D and Wire Bound, have been advanced 5c. a dozen on the list prices on June 1. The following prices now rule: 5 x 7, 45c. a doz.; 6 x 9, 65c. a doz.; 6½ x 10, 70c. a doz.; 7 x 11, 75c a doz.; 8 x 12, 90c. a doz.; 9 x 13, $1.10 a doz. Discounts on quantities remain as heretofore. It may be mentioned that there is the same shortage of slates as last year, and difficulty is being experienced in getting orders filled.

School supplies in great variety are now in stock at the warehouse of The Copp, Clark Co., Limited. Here are a few of the articles: Entirely new designs in pencil boxes, both lock and slide; school crayons in cardboard and wood cylindrical boxes, retailable from 1c. to 10c.; paints for the small classes in tin boxes, to retail from 5c. to 50c.; school bags in all styles of the reliable old leather and some novelties of waterproof canvas to retail at 25 and 30c.

To choose a stock of scribblers and exercise books from an array of more than 150 different styles and designs is no difficult task. Every taste can be suited there and no want remain unfilled. Such an opportunity is given the trade by The Copp, Clark Co., Limited. Of this immense assortment the following are absolutely new designs: North Star, Red Seal, Long Service, Carbon, MSS., Scotch Grey, Moss Rose, Hawthorne, Hollyhocks, Oak Leaves, Imperial and Homespun.

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL



IRISH LINEN HAS A RECORD FOR SALES. IT WAS SOUGHT 20 YEARS AGO; IT IS SOUGHT TO-DAY.

Irish Linen

IS PRE-EMINENTLY THE PAD OF THE PEOPLE. IT IS THE PAD EVERY BOOKSELLER CAN BANK ON AS A SURE SELLER. PRICES PER DOZ.: 8vo, 80c.; 4to, $1.60.

THE COPP, CLARK CO., Limited
TORONTO



A.W.FABER'S

In Assortments Gross Packages



PURE RUBBER BANDS

or by the Pound

FOR SALE BY ALL STATIONERS

ESTABLISHED 1874

JOS. B. REED & SONS

Insurance, Toronto

ADVANCED METHODS

Our Insurer's Advice Sheet system.
" " Safe Deposit Vault.
" " Bond (guaranteeing our work).
Free of cost to our customers.

ABSOLUTE SECURITY

We represent the strongest and best companies in existence.

Write for our pamphlet illustrating the superior advantages of our office and methods.

CAPITAL PAID UP, - - $1,000,000
RESERVE FUND, - - 1,000,000

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HEAD OFFICE, - TORONTO.
W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

JOHN HEATH'S PENS

A good Pen is a good servant, and
John Heath's Pens are made to serve!

ALWAYS READY AND ALWAYS WILLING.
They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card

and see which suits you best
London Agency: 8, St. Bride St., E.C.

SIGNS AND SHOW CARDS

Have you ever realized the advertising value in your Show Windows, and that you could talk to the thousands of people passing your Store with bright, attractive Show Cards? We can supply Show Cards and Price Tickets at low prices. Write for our Catalogue which show you as well hundreds of other styles of Signs.

THE MARTEL-STEWART CO., LTD.
681-683-685 Craig Street, - Montreal, Canada

FINANCE

CANADIAN banking institutions have a record of solidity which is a source of strength and confidence to depositors. A further security to the public is being provided by a strict enforcement of the Bank Act. This Act provides that the title bank, banking company, banking house, or banking association, shall not be used without the express permission of the Ottawa Government, and without using at the same time the words, "not incorporated." According to the officials of the Canadian Bankers' Association, the indiscriminate use of the words bank, banking company, etc., utterly without legal authority, by people more or less irresponsible, have in many cases deluded the public and been the cause of financial losses by people who were ignorant of the facts.

* * *

Reports on the life insurance business transacted in Canada during the year 1904 show that this form of investment is held in high favor in this country. There were in force in Canada at the close of 1904 in the stock or old line companies, 656,891 policies, to the extent of $587,873,767, an increase over the figure for 1903 of 53,068 policies, and $39,430,767. The main items of the business of 1904 are given as follows: Premiums, $19,969,324; amount of new policies, $98,306,102; policies became claims, $8,802,118; claims paid, endowments included, $8,815,839. Canadian companies, it is a satisfaction to note, continue to hold the lead they won years ago, and wrote $11,959,100 of the total of $19,969,324 of new business recorded. The division was as follows: Canadian companies, $11,959,100; British companies, $1,473,514; U. S. companies, $6,536,710.

* * *

It would appear that the newer companies to enter the field find the work of establishing their claims to a share of the business a rather hard one. There are 21 Canadian companies doing business, and five of them wrote seven and a half millions of the less than twelve millions of new policies the whole are credited with. It evidently takes time to organize the staff that is necessary to create and maintain a large life underwriting business under modern conditions. There is plenty in the record of the old competitors, however, to encourage the new. Since 1875, to which year the records go back, the amount of life insurance carried in Canada in stock companies has grown from eighty-five to five hundred and eighty-seven millions. It has been multiplied almost seven times, and the limit does not seem to be reached yet.

* * *

The semi-annual statement of the Bank of Montreal for the six months ending April 29, 1905, shows profits for that period, after deducting charge of management and making provision for all bad and doubtful debts, of $781,960.40, as compared with $804,833.79 during the same period of 1904. The balance of profit and loss brought forward from October 31, 1904, was $583,196.01, as compared with $373,988.06 during the same period of the previous year. After providing for a dividend of five per cent. for the half year, there remains to be carried forward to the credit of profit and loss $655,156.41, as compared with $478,821.85, an increase of $186,334.56.

The Barber & Ellis Co'y Limited

TORONTO Factory: BRANTFORD

OUR ENVELOPE FACTORY IS NOW
IN COMPLETE RUNNING ORDER.

We are making seven different sizes of COIN ENVELOPES. :: ::

Also PENCE, two sizes of DRUG, and PAY ENVELOPES. :: :: ::

PRICES LOWER THAN EVER.
SAMPLES ON APPLICATION.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - - $3,500,000

HEAD OFFICE : TORONTO, CANADA

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LONDON, ENG., 60 Lombard St., E.C. S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H.B. Walker, Agents.

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The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

BANK MONEY ORDERS

AT THE FOLLOWING RATES:

$5 and under ..... 3 cents
Over $5 and not exceeding $10..... 6 cents
" 10 " " 30..... 10 cents
" 30 " " 50..... 15 cents

These Orders are **Payable at Par** at any office in **Canada** of a **Chartered Bank** (Yukon excepted), and at the principal banking points in the **United States.**

Negotiable at a fixed rate at The Canadian Bank of Commerce, London, Eng.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

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HEAD OFFICE, - TORONTO, CANADA.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office ***Toronto, Ont.***

Capital - $1,500,000.00
Assets, over - - 3,300,000.00
Annual Income - 3,890,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,043,678.59.
LOSSES PAID SINCE ORGANIZATION, $25,868,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director.
P. H. SIMS, Secretary.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
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This Space $15 a Year.

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Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
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465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

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Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

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W. G. WILSON
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Barristers, Solicitors, etc.
S. C. MEWBURN, E. H. AMBROSE,
Hamilton, Ont.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
JOHN A. ROBINSON. JOHN R. GREEN.
Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

This space $15 per year.

This space $30 per year.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

St. Margaret's College, Toronto

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director.
MRS. GEORGE DICKSON, Lady Principal.

METROPOLITAN

Telegraphy, Shorthand, Commercial, Civil Service, Banking Courses, the Best in Canada. We guarantee to place every competent Student. Ask for a list of our Students placed during the last three months. One or all courses same price. No Restrictions.

METROPOLITAN BUSINESS COLLEGE.
R. A. FARQUHARSON, B.A., Principal,
44 Bank St., Ottawa, Can.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333.
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

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Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,
232 McGill Street, MONTREAL
10 Front St. East, TORONTO.

See Classified List of Advertisements on Last Page.

LEADING CANADIAN STORES

STRATTON'S STORE, PETERBORO.

IT has often been remarked by strangers visiting Peterboro that Stratton's elegant and commodious bookstore would do credit to centres of population many times the size of Peterboro. An influential store, like an influential individual, must have a distinctive character—an attitude of clear and square dealing towards the public. It is all the better, too, that it is possessed of a long and well-established reputation, which always commands respect.

Mr. A. H. Stratton, the present wide-awake proprietor ol the Peterboro Bookstore, takes pride in dilating on the ancestral history of his store. It was away back in 1865—forty years ago—when the present growing City of Peterboro didn't amount to much,—that it first saw the light of day. At that date it was popularly known as the Telegraph Bookstore. Its proprietor in those days is now one of Canada's millionaires, Senator George A. Cox. From its gilt-edged swaddling clothes it passed on in a healthy condition into the hands of the late James Stratton, father of the present proprietor, who afterwards conducted the Peterboro Examiner and subsequently received the appointment of custom house officer for Peterboro. Senator Cox's son-in-law, Mr. A. L. Davis, was the next owner to leave his imprint of success on the business. But the influence of this store became greatest when it was acquired by Mr. J. R. Stratton, ex-provincial secretary and proprietor of the Daily and Weekly Examiner, who, after several years of phenomenal growth, sold to his brother, Mr. A. H. Stratton, in 1893.

The location of the Peterboro Bookstore is undoubtedly one of the best on George street—the main business thoroughfare, contiguous to railway stations, hotels, and the populous sections of Peterboro. It has a plate-glass frontage on George street, and extends clear back to Chambers street, with another plate-glass frontage. Four storeys, with three above the pavement, afford a capacity and floor space of 8,000 feet.

On the main floor the chief lines are carried in stock—stationery, books, fancy goods, wall paper, window blinds, cornice poles, etc. Each department is splendidly featured and a high mark of taste is evident. Perfect service, comprehensive displays, attentive salespeople, promptness and courtesy, are the points of excellence. The excellent photographs by Roy will supplement further details of the main floor.



The Main Store.

The second floor is largely taken up with baby carriages, go-carts and juvenile rigs. Here, too, large quantities of surplus fancy goods are stored,—pictures, school books, boxed stationery, etc. The picture framing department is conveniently situated in a well-lighted section of the second floor facing Chambers street, where

also large quantities of picture moulding, room moulding, and allied furnishings, are stored.

The fourth floor and basement contain heavy reserve



The Store Front.

stocks of wall papers, writing inks, mucilage, envelopes, etc.

The store equipment includes a modern cash-carrier system, a handsomely-furnished and well-equipped private gallery office, local and long-distance telephones, electric light and steam heating. Everything goes on "smooth as clockwork"; no slipshod methods; the same yesterday, to-day and to-morrow. Mr. Stratton gives his personal attention, assisted by a staff of practical salespeople, to each department. Some idea of the expansion of his business may be gleaned from the fact that to-day it is two and a half times greater than it was when he started.

A FINE CATALOGUE.

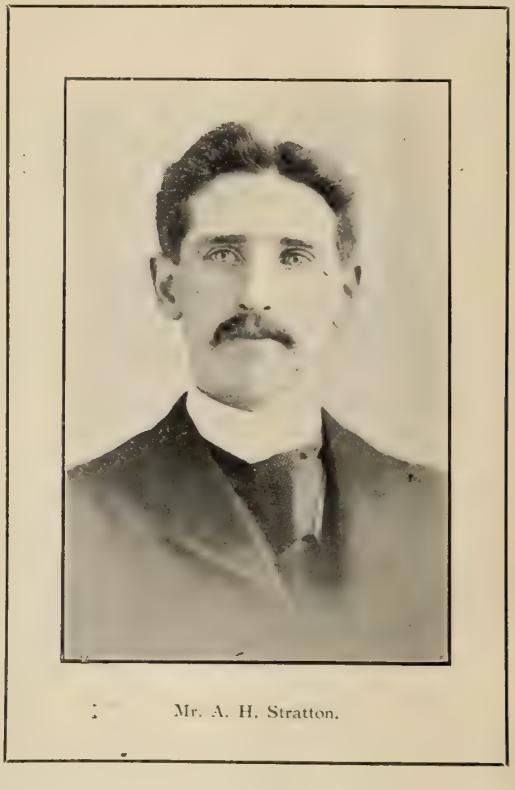
A NEW trade catalogue is being issued by the Carter's Ink Co. All the additions to the line, made in the last few years, are listed and illustrated. The cover is of a delicate buff color and bears a striking design



Corner of Wall Paper Section.

including the familiar old bookkeeper, being lithographed in eight colors besides the gold border. The front cover like the title page also shows the ink-horn seal, which is one of the company's trade marks. The whole catalogue is a fine example of the best in both printing and lithography. All the principal packages described are illustrated by five-color lithographic prints and each cut is so placed that it is next to the printed matter describing it. Sixty-six packages are thus illustrated in colors, so with the catalogue at hand the dealer can decide at once whether he is ordering the right package. On the back cover is a large cut illustrating in remarkably fine detail a quart bottle of the "Great Stickist" mucilage with its unique label.

While the factory is in Boston, large offices and warehouses are maintained at New York, Chicago, Montreal, London and Brussels, with agencies in all parts of the world. A glance over the pages of the catalogue is enough to convince one of the very complete variety of goods manufactured by this company. These include all kinds and colors of writing inks, mucilage, photo-library paste, liquid glue, fountain pen fluid, indelible inks, both



Mr. A. H. Stratton.

for pen and stamp use, ink eraser and their brands of Ideal typewriter ribbons and carbon papers.

NEW TRADE LIST.

A NEW trade list of Stephens' Inks has been issued by H. C. Stephens, Aldersgate street, London, E. C. To the issue of 4-oz., 8-oz., 16-oz. and 32-oz. glass bottles, has been added two sizes, viz., 3-oz. and 6-oz. bottles. This will enable buyers in all parts of the world to select such sizes as can be sold at popular prices, after allowing for varying costs of importation. In place of the 2 oz. cone-shaped stone bottle, with sealed cork, a round cylinder bottle with patent cork is issued in partitioned boxes. A separate sheet illustrates the show cards and iron plates which are supplied free to the trade.

TAKE NO SUBSTITUTES

IN **BLOTTING PAPER**

IT PAYS TO KEEP THE BEST THAT MONEY CAN BUY

"Standard," "Imperial," "Sterling," "Banker's LINEN FINISH," and "Royal Worcester" Enameled, are the best and lowest priced.

SAMPLES AND PRICES ON APPLICATION TO

BROWN BROS., LIMITED, Toronto, Ont. or McFARLANE, SON & HODGSON, Montreal, Que.

STANDARD PAPER MFG CO., Makers of Everything in Blotting. **RICHMOND, VA., U.S.A.**

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.



THE UNDERWOOD

The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO *and at* 99 ST. FRANCIS XAVIER STREET, MONTREAL

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

HOW TO PUSH SUMMER TRADE

SUMMER is usually regarded as a necessary period of trade inactivity, and many and various are the reasons and excuses given for this condition. Progressive stores everywhere look for some means to alleviate this period of stagnation. More than one retailer sees profit possibilities in the Summer months. There are countless lines in the book and stationery business, which are peculiarly suitable to promote trade. Summer fiction, sporting goods of every description, tourist novelties, souvenirs, etc., furnish the opportunity to get the trade coming.

The manager of the book and stationery departments of Henry Morgan & Co., Montreal, is thoroughly in accord with the trade possibilities during the Summer months, and in conversation with a representative of Bookseller and Stationer recently told just how trade is catered to successfully during the hot period.

Special Trade During June.

"During June we have a sale in all departments. With a crowded store, daily opportunities, of course, present themselves for clearing out any lines of stock desired. Our rule is to give substantial discounts off all regular lines. In addition, special price tables for all kinds of odd lines in books and stationery keep quite a number of clerks busy attending to them. Customers have, in this June sale, a splendid opportunity to procure a good supply of Summer reading and stationery, at prices which certainly appeal to them.

"Stationery and leather goods, after all, afford more lucrative profits, and during June we advertise these departments extensively. Wedding stationery, invitations and announcements, etc., are in demand the whole year, but particularly so during May and June.

"The biggest effort of all, however, is to turn July and August into busy and progressive months. Nearly every store has the opportunity to attract a good deal of tourist trade, and there is good profit in it too. We carry an immense range of souvenir goods, and these are pushed to the front in every conceivable manner. Picture post cards are a veritable harvest, and when properly displayed sales are marvelous.

"While particular attention is paid to the souvenir lines during these months, the much abused book business is by no means neglected. Paper editions of popular novels are much in demand by our regular clients, while the ever increasing army of tourists is generally good for books dealing particularly with Canada, as well as for the cheaper English editions of popular American authors' works.

"The demand for all classes of out-of-door books, while not individually large, in the aggregate totals up considerably and is well worth looking after. Most of these books are very attractively gotten up, and one or another appeal to every taste. Local view books, illustrated guides, etc., are very large sellers. View books of the chief Canadian cities, the Rockies, Pacific Coast, etc., are in the lead.

"We have always made a special feature of importing the finest French and Austrian leather goods. Hand bags and purses come in a variety of beautiful designs and novel shapes, and appeal very strongly. While we do not do a December business, we are quite satisfied with what comes our way. Attractive window and store displays, and newspaper advertising, are the chief means for changing this period of lethargy into active and profitable business. Each year the tourist trade increases and we are looking forward to a very profitable Summer season."

WALL PAPER

WHILE many departments of business have been suffering from a depression as a consequence of the unfavorable weather, the wall paper man has nothing but enthusiasm to show for his season's trade. The manufacturers who laid their plans for a big season in most cases fell short of the actual demand, and every day brings in sorting orders from all over the country for lines which are closed out. The sales have far exceeded the expectations of even the most hopeful dealer.

This encouraging condition is directly attributable to the progressive methods of manufacturer and retailer alike. The former saw the competition which the United States manufacturers were offering and they have met that competition by putting on the market superior designs and better paper for the money than the American manufacturers can do. The advance in the quality of wall paper manufactured in Canada during the last year is remarkable. It has become an art. As a consequence the imports of American wall papers into Canada, which steadily rose in quantity and value up to the year 1903, showed a marked falling off in 1904. This in itself is sufficient to show the growth in this industry in Canada.

Side by side with the advance in quality and attractiveness of Canadian-made wall papers has gone an advance in the selling methods of the retail distributors. What was till recently a side line of a paint shop, has become an integral part of up-to-date house-furnishing departments. Its place has been fixed as belonging to the store which sells carpets and curtains and drygoodsmen are taking it up each year with greater avidity.

Having become established in the house-furnishing department, wall paper is now being treated as a part of the whole interior decorations. Any kind of paper is not permitted with any kind of carpet or curtain. The expert decorator suggests suitable designs and the sales accordingly receive an upward impetus. The more the idea of art in interior decoration becomes diffused, the greater will be the business in wall paper. Each store should have one salesman who pays special attention to the house-furnishing department. Expert suggestions on such matters are of invaluable benefit, first in making sales and secondly in satisfying the customer.

1906 Prospects.

Urged on to greater efforts by the success of last year's designs, the wall paper manufacturers have developed patterns for the 1906 trade which promise great favor. The beginning of June will see the travelers on the road with the new samples. It is impossible to give any general features of the new offerings at this date, but another month will unfold the whole scheme. In anticipation of a greater business even than the present season's,

OUR TRAVELLERS
"STRIKE THE TRAIL"
ABOUT THE END OF THE MONTH WITH OUR NEW

WALL PAPERS

As a practical demonstration of crystalized experience and resourcefulness in producing effectiveness in design, novel and attractive color schemes, and a wide variety of patterns, the **"Staunton" Line for 1906** more than maintains the high standard we have set as Wall Paper printers.

NO CONSIDERATION OFFERED BY OTHERS SHOULD INDUCE YOU TO PLACE ORDERS BEFORE SEEING OUR NEW SAMPLES AND PRICES.

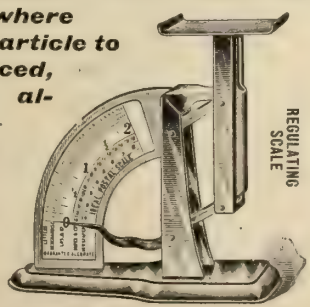
STAUNTONS LIMITED
MANUFACTURERS
TORONTO

When a man buys a Triner postal scale of a stationer, that stationer can feel assured of having a pleased customer besides having made a good profit on the sale.

The improved feature of our Scale is, that no matter where the platform the article to be weighed is placed, the indication is always the same – always accurate.

MADE IN 3 SIZES
PRICES RIGHT
DISCOUNT LIBERAL

Each size made in Black Enamel, Oxidize, Nickel Plate
BUY OF YOUR JOBBER



TRINER SCALE AND MFG. CO.,
128-130 So. Clinton Street, Chicago.

WHAT ARE YOU
in business for ?
To make money like the rest of us ?
WELL,
you can make more money selling
"JAPANESE"
BRAND
WRITING INKS and MUCILAGE
than any other high-class brand
Write us and we'll show you.
MADE IN CANADA.

THE COLONIAL INK CO. LIMITED
PETERBOROUGH, CANADA.

the Canadian manufacturers are putting themselves in readiness to meet the utmost demands. As a consequence of the exceptionally strong season this year, the manufacturers will start out with an absolutely fresh line of stock for next year's business. The sorting orders which are daily coming in are clearing out the last of this year's manufacture.

Prospects are bright for the new year's business. The travelers are taking their samples to men who have had a good season behind them. The public has been educated up to the demand for high-class papers. With designs of the attractiveness of the present samples no dealer should find difficulty in satisfying his wants.

Hints For The Salesman.

With business brisk in the wall paper department, salesmen should examine closely into their knowledge of useful suggestions for the benefit of the customer. The following ideas should prove useful:

It is not always realized how greatly the atmosphere of a room may be affected by the tones or pattern of its wall-hangings. Even the wall paper has its share in making the home what it should be—the cheeriest spot imaginable.

A room facing the north needs an entirely different treatment from that which faces south. The former will need yellows, warm greens, reds and such colors as suggest warmth, while in the latter cool tones may be indulged in. Tan and warm browns are good for the cooler rooms, whereas the cool tea greens, blues and such shadings are better for the western and southerly aspects.

If a room has many windows it should not have light-colored, bright paper, else the effect will be glaring. And, on the other hand, the room that seldom has any sun in it should be made as bright and cheery as possible by the color of walls and furniture.

When there are dark rooms, as is so often the case with city apartments, the effect aimed at should be one which will appear well by artificial light. An artist in town made an exceedingly attractive room of one of these dark rooms by making it essentially an evening apartment. He used deep cream for the walls and ceiling, with red hangings, pillows and curtains. Gloom was dispelled and cheeriness reigned.

Cartridge paper is generally a wise choice, unless the darker colors are chosen in the cheaper grades. If this is done fading invariably results. Pictures always look well against a plain background and there is never a figure to distract the weary eye.

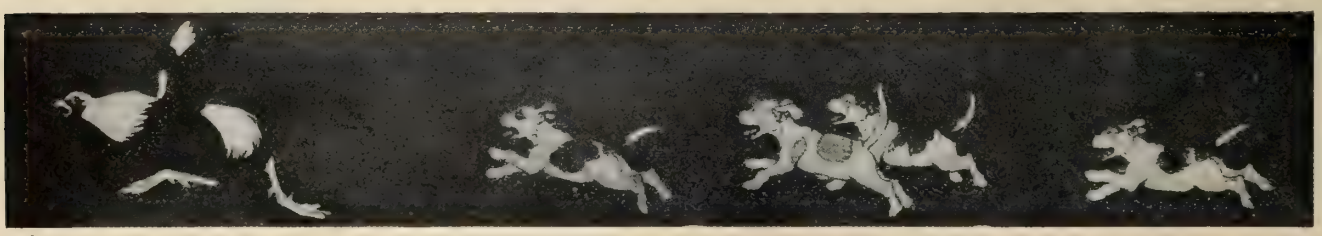
New Patterns in Wall Papers.

Progressiveness is the all-prevailing feature that will impress itself on those examining the new line of wall papers now being prepared by Stauntons Limited, Toronto, which will be shown to the trade in the course of the next week or two. Work on the new samples has been in full swing for some time, and while at the time of writing there are some finishing touches still to be added, there is abundant evidence to be seen in the samples completed, that the new line will take a very prominent position during the coming year. The designs have been carefully chosen to give a wide variety in style and with a view to covering all the many requirements of present-day decoration. The colorings are novel in treatment and have that snappiness so characteristic of the "Staunton" wall papers.

The accompanying illustration of a stripe with a festoon frieze cut to a scallop shows one of their very effective combinations. This border will be very decorative when used with plain stripes, ingrain papers and small stencil effects in two-tone treatments. Several patterns of a character new to the "Staunton" lines are being shown, and these serve to add additional attractiveness and will bring to the firm many orders for goods that heretofore have been thought necessary to import. The Dry Goods Review will be in a position to mention in greater detail some of the specialties in the July number.

A CANADIAN BOOST CLUB.

NEW YORK CITY is the birthplace of an effective and serviceable stationers' organization known as the Boost Club, which has done much to promote friendly feeling and arouse a fraternal spirit among the New York stationery and allied trades. The success of the club in New York, in both a social and business way, has induced many American cities to form such an association, and Montreal is the latest city to actively promote such a progressive society.



Dog and Cock Design.

The purpose of the club is to discuss in a friendly manner the conditions governing trade, and to meet socially one's competitors. In no way is the organization inimical to retailers' interests, and in fact the New York club has many retailers as associate members. The retail class is always welcome to attend its meetings. Primarily the organization desires manufacturing stationers and allied trades, and their representatives, as its members, and it is proposed that meetings of a regular nature be held. Such an organization will be of untold benefit to the younger members of the stationery and associated lines. The Canadian trade ought to have an organization of some kind for the purpose of remedying trade abuses and discussing in a friendly manner matters of interest to the trade. The spirit of good feeling is the end desired in such an affair

In this connection it is interesting to note that Mr. E. J. Kastner, manager of L. E. Waterman Co. of Canada, Limited, and recently a member of the committee of the New York club, has a charter for Canada. Bookseller and Stationer will be glad to furnish fuller particulars of the proposed organization to anyone in the trade.

WATSON-FOSTER WALL PAPERS Produce Results ARTISTIC AND PROFITABLE



Our Line for 1905-6

is

A Great Combination

It is the limit in possibilities in machine-made goods, VARIETY, COLOR EFFECT, NOVELTY, VALUE.

An inspiration in decorative utility from beginning to end.

It has taxed our resources to produce it.

The dealer handling it will be in a class by himself. He will do the business and fix the limit in volume and profit.

It will come your way—shortly.

SEE IT

THE WATSON-FOSTER CO. LIMITED

MONTREAL

CANADA



No. 201
$12.00 per doz. (List)

Carter's "Great Stickist" Mucilage

gives universal satisfaction. It is quick in action and those who use it say that it "sticks like a car window."

Carter's Arabin Mucilage

is milky white in color. Its exceptional adhesive power makes it the best of its kind. :: :: :: :: :: Both kinds are put up in all sizes.

Write for our new catalogue just out.

THE CARTER'S INK COMPANY

BOSTON NEW YORK CHICAGO MONTREAL



No. 221
$12.00 per doz. (List)

ESTABLISHED 1850.

C. F. Rumpp & Sons

CABLE ADDRESS: "RUMPSON."



TOURISTS' INK STANDS.

Manufacturers TRADE R MARK Exporters

FINE LEATHER GOODS

Pocket Books, Hand Bags, Dressing Cases, Cigar Cases, Stationery Sets, etc.

Philadelphia

NEW YORK SALESROOM: - - - 683 and 685 Broadway.
CHICAGO SALESROOM: - - - - 35 Randolph St.



PLAYING CARD CASES.

HIGGINS' INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London
Originators and Manufacturers Inks and Adhesives
MAIN OFFICE, 271 Ninth St.
FACTORY 240, 244 Eighth St., } BROOKLYN, N.Y., U. S. A.

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.

THE MAGAZINE COUNTER

FEATURES OF CURRENT ISSUES.

WITH the advent of warm weather and the exodus from the cities to the country villas, the demand for magazines increases. This is quite natural. During the Winter months books are preferred. To many also Winter means the time for study, and so there is little desire to read magazines. Summer reverses all this. Schools and colleges close, and reading courses are given over. The current magazine takes the place of the text book and the literary book.

Now is the time for the news dealer to prepare his fixtures for the adequate display of the Summer fiction numbers, which will soon be on the market. He should have a showcase or stand at his door, and a good long table just inside, where the magazines can be looked over. It would also pay him to make use of a signboard, on which the arrival of the popular numbers could be chronicled.

Atlantic (July) will contain "Publicity in the Express Business," "Large Fortunes," "Some Results of the Russo-Japanese War," "Mob Spirit in Literature," and numerous stories, and an instalment of Miss Sherwood's clever serial story, "Coming of the Tide."

Booklovers (June) contains "The Modern Battleship," "College Rowing in America," "Phases of Current Science," "Notable American Illustrators," "Romantic Rothenburg," etc. The illustrations are, as usual, excellent.

Bookman (May). This number is mainly devoted to Schiller. A handsome presentation plate accompanies the reading matter, which is fully illustrated with various portraits of the author and views of places connected with his life.

Book Monthly (May). An interview with Dr. Alfred Russel Wallace is the best feature of this number. The portrait section is, as usual, full of excellent pictures, well reproduced.

Canadian (June) contains "Winnipeg in 1904," "Robert Tait McKenzie, M.D.," "Canadian Public Documents," "Public-house Trusts," "The Simplon Tunnel," "Natural History Notes in Northern B.C.," etc. This magazine is now published at 15 Wellington street east.

Century (July) will contain "The Method of Operation of the Associated Press," "The Electric Railway," "With Perry in Japan," "The Secession Movement in German Art," and six complete stories by Eden Phillpotts and others.

Cosmopolitan (June) contains "Society Amateur Actresses," "Town Life in the Indian Territory," "The World's Competitor-to-be," "Clowns and Clowning," "The Butter and Cheese Industry," and several excellent stories, fully illustrated.

Critic (June). Illustrations, as usual, are profuse and timely. Among the best articles are "George Sand and her Irrepressible Daughter," "Joseph Jefferson," "Maxfield Parrish," "A Stevenson Pilgrimage," etc.

Everybody's (June) contains "The Greatest Trust in the World," drawings of the Hudson River, "The Players," "Frenzied Finance," and numerous stories.

Lippincott's (July). The novelette for July will be by Ralph Henry Barbour, who wrote the pretty idyll "Kitty of the Roses." It will be called "An Orchard Princess." Other contributors of fiction will be Seumas MacManus, Juliet Wilbor Tompkins, and others.

Literary World (May). Of particular interest are the account of the publishing house of Macmillan, the sketches of John Oliver Hobbes and Henry Jarves, and the illustrated reviews of current books. The serial story "Roger Temple" maintains its interest.

McClure's (July). Miss Ida M. Tarbell will tell the story of "John D. Rockefeller, the Man." There will be stories by Henry C. Rowland, Sewell Ford, R. W. Child, etc., and pictures by such eminent artists as Keller, Hutt, etc.

Pall Mall (July). The most important contribution to this number will be Lord Avebury's famous list of "The Best Hundred Books." Other contents include "Midst Snow and Ice in the High Alps," "Life on a South Sea Schooner," and stories by several noted writers.

Review of Reviews (June) contains "The Atlantic Fisheries Question," "Philadelphia's Civic Outlook," "The Career of Joseph Jefferson," "The Larger Problem before Admiral Togo," "An Object-Lesson in Irrigation," "The Movement for Church Union in Canada," "Rhodes Scholars at Oxford," etc.

Scribner's (July) will be notable for its wide human interest. "The Narrative of John Kilby" is a stirring contribution to the life story of John Paul Jones. There will be five stort stories and many illustrations.

Windsor (June). An excellent number. Among the illustrated articles are "The Art of Mr. Fred Morgan," "How Soldiers are Fed," and "Railway Employment." There are stories by Ernest Thompson-Seton, Rider Haggard, Justus Miles Forman and others.

World To-day (July) will contain the first of a series of articles by Senator F. W. Parker upon "Corporations and Legislative Graft." Other articles will be "The Teamsters' Strike in Chicago," "What is Death?" "Photography and Character," "The Autobiography of a Plural Wife," etc.

TWO IMPORTANT CHANGES.

It is announced that D. Appleton & Co., New York, have purchased the Booklovers' Magazine from the Library Publishing Co., Philalelphia. The first number under their control will appear on July 1, bearing the title Appleton's Booklovers Magazine. In character the periodical will be modelled on the lines of Scribner's and Harper's magazines. The price will remain at 25 cents.

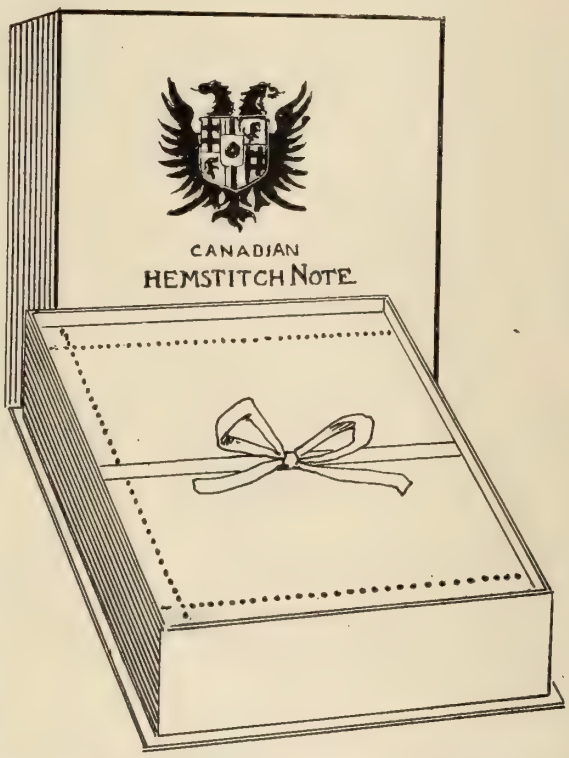
The Cosmopolitan, which was purchased last month by William R. Hearst, will be moved from Irvington-on-Hudson to New York City. The new publishing concern will be incorporated as the International Magazine Co. Mr. Brisben Walker will continue to edit the Cosmopolitan for some time to come.

"PRAISE IS DEEPER THAN THE LIPS."

Our success as Papeterie Makers is illustrated by

CANADIAN HEMSTITCH NOTE

which sells wherever shown



No. 456. Salisbury size. 24 sheets, 24 envelopes to box, tied with ribbon, fine linen paper, In white, blue and grey colors. Price, $4.00 per doz.

CANADIAN VELLUM

Another excellent Papeterie. White or cream paper, Salisbury size, envelopes tied with ribbon. Price, $3.60 per doz.

THE COPP, CLARK CO., LIMITED
TORONTO

NEW STATIONERY.

THE BROWN BROS., LIMITED, are showing a very extensive and attractive assortment of imported papeteries for holiday and Fall trade, both British and American. All the designs are good and many of them worthy of special attention. One of the lines is named "Silver Birch," the picture on the box being of a piece of birch bark. Another line is put up in a box of English holly design, the contents of the box being tied with silk ribbon of the same design—a very attractive creation. The range is composed of more than two hundred lines, and retails from fifteen cents up. While the boxes are very attractive, every attention has been paid to the quality of the contents. Brown Bros.' travelers are taking out samples this week.

This firm are putting in a complete stock of blotting papers made by the Standard Paper Co., of Richmond, Va. Paper for commercial purposes and fancy lines for stationers are made by this firm. "Bankers' Linen Finish," "Royal Worcester," enameled, "Stirling," "Imperial," and "Standard," are the names of the lines which can be supplied in all colors. The "Dominion" is a line specially made for this market; it is a good paper at the moderate price of 7½c per pound.

The Brown Bros. are finding a good demand for the O. K. paper clip, which is destined to become very popular with both dealers and consumers. This clip is put up in neat little metal boxes of a hundred each, and can be used many times without injury.

A NEW EDITION.

The new edition of MacBeth's "The Making of the Canadian West" will contain some seventy pages of new matter, including an excellent chapter on the educational history of Western Canada, a subject to which the author has given considerable attention. Another chapter of interest is one on the religious development of the country. The farther west, including British Columbia and the Yukon, is dealt with in a separate chapter. Among the new portraits are those of Sir Alexander Mackenzie, Sir James Douglas, Hon. Richard McBride, and Revs. Principal Sparling, the late Principal King, Father Lacombe, Archbishop Matheson, Bishop Cridge, Dr. Robson, Thomas Crosby, the late Dr. Robertson, and the late James Nisbet. There are also some interesting views. This enlarged book will sell at $1.25. It will present a handsome new cover design made for the book by the Grip Co. (William Briggs.)

KEEP DOWN EXPENSES.

THERE are certain fixed expenses in every store and on the ratio of these to the receipts depends the success or failure of a business. Expenses of stock are not included in these. Such expenditures are only made as the sales demand. In a well-ordered store, the higher these run the higher the receipts run. The expenses which eat up the profits are the small ones which in themselves bring in no return. Lighting, heating, care of buildings, etc., are all fixed. They do not necessarily vary with the amount of business done. It should be the merchant's object to reduce these as much as possible, consistent with giving the best service. Watch the petty expenditures. If you have money to spend put it in the store or in permanent fixtures. Do not fritter it away on unnecessary trifles.

AGENT WANTED

A PROMINENT firm of pictorial post card publishers are looking for a reliable sales agent to handle their lines in Toronto and the West. For particulars make application to Box 253, BOOKSELLER AND STATIONER, Toronto. (6)

On August the First

we go to press
with the

SPECIAL

21ST

BIRTHDAY NUMBER

: : of : :

THE BOOKSELLER AND STATIONER

With which will be incorporated the Annual Fall Number.

This number will contain a record of the growth and development of the stationery, publishing and fancy goods trades in Canada, together with photographs of the leading men in the trade.

Advertisers should reserve extra space at once and get preferred positions.

The rates will be: 1 page, $25; ½ page, $15; ¼ page, $10.

Subscribers desirous of procuring extra copies of this number should make early application.

Delays are dangerous. Do it now.

The Bookseller and Stationer

Montreal
Toronto
Winnipeg

PICTURE POST CARDS

CRAZE GROWS STILL STRONGER.

THE post card business, according to a progressive Montreal dealer, is assuming a wider scope, and the craze continues to grow in strength. In conversation with a representative of Bookseller and Stationer this dealer, in exhibiting his stock, pointed out the small space required, and gave interesting examples of ample profits quickly realized. "Display fixtures properly display the cards, and then they almost sell themselves," said he. "These goods require practically no pushing, and I carry cards of every price, and find a good demand for the more expensive lines. The investment is a mere trifle, and the returns are handsome. Local views and the principal public and private city buildings are ready sellers, and when the tourist trade comes on I expect even a larger business. The novelties originated are truly bewildering, and there seems no end of subjects to be treated. Comics, also, do well with me. In fact, right through the entire range the demand is on the increase."



Burnt Leather Post Card Design.

A POST CARD NOVELTY.

A RECENT novelty, emanating from England, is a device for making the pictorial feature of a post card detachable from that portion bearing the stamp and written communication. The picture (square, round or oval) is perforated round the edges, so as to be easily, and without risk of injury, separated from the rest of the card. The perforation does not, it is claimed, detract from the artistic appearance of a card, and thus will not incur the displeasure of the collector who desires to retain postmark and all complete, not does it lessen the strength of a card. The advantages claimed are that it secures a border or frame for the picture; provides room on the back of a card for the communication, which many persons object to having made prominent alongside the address, as in many picture post cards; and, in the case of larger picture cards than the penny sort, the perforation is said to protect the picture, which remains intact when the edges are broken or marked. It is intended to apply to Christmas and Easter cards also. — American Stationer.

The Brown Bros., Limited, have introduced on the Canadian market an attractive series of the popular burnt leather picture post cards, one of which is reproduced on this page. The series is an extensive and varied one, and can be profitably disposed of in any locality.

The latest firm to enter the post card business is the Musson Book Co., Limited, Toronto. They now carry an imported line of cards and an extensive range of albums. For the latter they have had a specially good demand.

It will astonish many readers of Bookseller and Stationer to learn that Warwick Bros. & Rutter, Limited, are receiving samples of every card issued by Raphael Tuck & Son, London. There are in all 2,280 envelopes, each containing six different cards, making a total of 13,680. Many of these cards have apparently no interest for Canadians, but yet Warwick Bros. & Rutter state that the most unlikely cards sell here. This firm are also handling a series of 22 different kinds of hand-painted comic leather post cards.

W. G. MacFarlane, 72 Bay street, reports that orders are coming in very freely for picture post cards both in view cards, fancy and comic cards, and leather cards. Two large shipments have just been received of the Stewart & Woolf and W. & A. K. Johnston lines of fancy and comics and orders received for these can be given immediate attention. Mr. MacFarlane is showing two very handsome lines of Christmas cards and booklets, the Millar & Lang and the Charles Worcester line. Mr. MacFarlane's travelers are going out shortly with full lines of view post cards, fancy and comic cards, leather post cards, post card albums, post card racks, Christmas cards and calendars, leather novelties, etc. A new line which has not been offered in Canada as yet is burnt wood post cards. These can be had at $6 per hundred.

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FINE PAPETERIES.

W. J. Gage & Co. are paying particular attention to the papeterie department of their factory, and are producing goods which will rank with the very best of that class. I was shown some exceedingly tasteful new boxes just got out by this firm at prices which allow them to be sold with a handsome profit at the popular price of 25 cents, and also others intended to retail at higher and lower figures. Among the high-priced ones particularly noticed were "The Patrician," the filler of which is the newest creation in fabric-finished papers, the "Two-Tint," so called from the paper having the appearance of two shades of the same color, an effect brought out in the making. This papeterie retails at 40 cents in Oxford size, and 50 cents in Royal size, and is made in white and azure.

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View Post Cards ***Leather Post Cards***
Fancy and Comic Post Cards
Post Card Albums ***Christmas Cards***
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Half-tone cards at $5.50 to $6.50 per thousand of a subject.
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We are showing two very handsome lines of Christmas cards. Do not place your full order before seeing these lines.
Large shipments of fancy and comic cards just arrived.
Write for catalogue.

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THE BEST AND FINEST IN THE MARKET.

Special Views in collaty from your own photos, $6.00 per 1,000 of a subject.
Leather Postals, hand-burned, fifty designs, $5.00 per 100.
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HOW ABOUT YOUR FALL ORDERS?

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TWO NEW PROVINCES

DURING the last two years attention has been directed to the rapid growth of the Canadian Northwest by two important bills before the Dominion Parliament. These were the bill providing assistance to the Grand Trunk Pacific Railway Co., and the bill providing for the autonomy of two new provinces to be carved out of the vast western expanse, hitherto known vaguely as "The Territories." An excellent advertisement of the development of the country has been afforded by these bills. Each has provoked no little controversy. A general election was fought mainly on the Grand Trunk Pacific Bill and the alternative of Government ownership of the road, and all the world knew, by reason of the sound thereof, that Canada proposed building a second transcontinental railway. The obvious inference as to the development of the country which made this railway necessary was drawn the world over. It was not so well known even in Canada that the Canadian Northern interests were already at work constructing a second transcontinental railway, and that the G.T.P. is in reality the third. The incident serves to show the value of political controversy as an advertisement of national progress.



Edmonton, capital of new province of Alberta. (View from river bank looking west)

Canadians appreciate the value of the advertisement which the formation of two new provinces must afford us in foreign countries and in other parts of the Empire. The mere fact that in order to secure the proper administration and government of the Northwest it is necessary to divide a part of it into the two vast provinces of Saskatchewan and Alberta is sufficient evidence of the growth of the Canadian West. Hitherto the Province of Manitoba has been, with many people, synonymous with Western Canada. Now its Government and people protest that in comparison with the two vast provinces to be created it is as a mere "postage stamp" on the map of Canada. Without expressing any opinion as to the rights or wrongs of Manitoba in this regard, it may be pertinent to remark that the vigorous agitation of the aggressive Premier Roblin and his associates in the Provincial Government has served to emphasize the fact that the Province of Manitoba, as at present constituted, is a very small part, indeed, of the great wheat-growing country.

Similarly, while the party and sectarian strife which has been precipitated by the educational clauses of the Autonomy Bill is in itself very much to be regretted, it has at least had the good effect of attracting wide attention to the fact that two new provinces are being created. And that in itself is a good effect, whatever

may be the different opinions held as to the wisdom of the educational clauses of the bill.

Publicity Welcomed.

Publicity, however obtained, is welcomed in Western Canada because it is believed that the country needs only to be known to be appreciated abroad. For decades Canada has been unknown and her possibilities unappreciated chiefly because she has been overshadowed by her prosperous neighbor to the south. "America" has been the Mecca of the hopes and ambitions of those living in the Old World who were anxious to better their fortunes in the New; and for too long "America" has meant only the United States. "To him that hath shall be given," and our prosperous Uncle Sam continued to attract more immigrants and more capital to the undeveloped west simply because the tide of emigration and capital had set towards the United States long before the Dominion Confederation was formed and the Canadian prairies rendered accessible by the building of the Canadian Pacific Railway. But when the vacant lands in the United States were filled and free homesteads were no longer to be had, attention was at last directed to the great Canadian West.

Business Possibilities.

The vast possibilities of the western country are attracting new settlers by the thousand. According to J. Obed Smith, the energetic and capable Dominion Immigration Commissioner in Winnipeg, 119,000 declared settlers came to Western Canada last year and took up land. This year, the numbers coming promise to be much greater, and the majority are men with some capital to start operations. Plainly the present influx of settlers is only a beginning, and the next decade will see a development greater than any in the past.

It must occur to every business man that the growth of the Canadian West means the creation of an immense new market for manufactured goods of all kinds. A new population has everything to buy, and in the west it very soon has money to pay its bills. The west has always money to spend and the average westerner is lavish in the spending. His contempt for a dollar surprises the frugal easterner at first, but the surprise soon wears away and the easterner who settles in the west is soon as prodigal as his neighbor. The west is made up of good customers.

Hence, eastern manufacturers are running their factories overtime to provide for the ever-increasing wants of the west and eastern jobbing houses are busy filling orders. Hence, also, the growth of distributing centres in the west. Manufacturers are yet few in number, but the jobbing houses in the west—their name is legion. Winnipeg is the distributing centre for the west and at present has almost a monopoly. But her supremacy will not always be unchallenged. Fort William, with its Grand Trunk Pacific terminals and its advantageous position on the lakes, aims at being not only a shipping point, but the distributing centre for heavy goods in the west. At present many Winnipeg wholesale firms maintain warehouses in Fort William and ship from that town direct to their customers. West of Winnipeg, Brandon has some claims as a distributing centre. It is to be expected that the two capitals of the new provinces will also be important as points for the distribution of manufactured goods.

Still more about the big fire. The Copp, Clark, Co., Limited, were unable, on account of the fire, to turn out their game, Sir Hinkum Pinkum, Feather Duster. Now, however, they have a large display and the company say the game has not lost its popularity.

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Ain't I Lucky? Two-Step. By Bess Rudisill. Jerome H. Remick & Co., Detroit.

Recueil de Cantiques Populaires. Par Une Religieuse de Jesus-Marie, Sillery. S.S. Jesus-Marie de Sillery, Sillery, Que.

The Yankee in Quebec. Two-step. By Wilfrid Beaudry. The Canadian American Music Co., Limited, Toronto.

Professor Fox's New Dance: The Governor. By W. R. Draper. Arranged by A. W. Hughes. The Canadian American Music Co., Limited, Toronto.

Latona. Waltz. By Duncan Belcher. The Canadian American Music Co., Limited, Toronto.

Virginia. Polka Two-Step. By H. Bourlier. The Canadian American Music Co., Limited, Toronto.

Swinging from Tree to Tree. (Song.) Words and Music by A. F. Reilly. The Canadian American Music Co., Limited, Toronto.

Poems of the Love of Country. Selected and Edited by J. E. Wetherell, B.A. (Book.) Morang & Co., Limited, Toronto.

The Sunlit Way. (Sacred Song.) Words by Anna Caldwell. Music by Emil Biermann. The Canadian American Music Co., Limited, Toronto.

My Honeysuckle Sue. (Song.) Words and Music by John Allen. Jerome H. Remick & Co., Detroit.

Private Post Card Illustrated with Maple Leaves. Atkinson Brothers, Toronto.

The False Alarm. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Pennsylvania.

Little Purity. (Photo.) Charles A. Aylett, Toronto.

Laurier et Son Temps. Par L. O. David. (Livre). La Compagnie de Publication de "La Patrie," limitee, Montreal.

Heart We Will Forget Him. (Song.) Words by Emily Dickinson. Music by Charles Willeby. The John Church Co., Cincinnati, Ohio.

Transactions of the Engineering Society of the School of Practical Science, Toronto, No. 18, 1904-1905. (Book.) Engineering Society of the School of Practical Science, Toronto.

Our Surtax and the Poor. Part One. By H. Washington. (Book.) Hector Washington, Ottawa.

The All Right. Two-Step. By C. M. Hands. C. M. Hands, Hamilton.

Complete Course in Practical Illustrating. Lessons 1 to 28. (Book.) Robert William Magee, Toronto.

The Voice in the Rain. (Song.) Words by Karl Formes, jr. Music by George Chapman. The John Church Co., Cincinnati, Ohio.

Constitution and Prospectus of the Eight-Hour League of North America. (Book.) William M. Campbell, St. John.

Sombrero. (Song.) Words by James O'Dea. Music by Neil Moret. Jerome H. Remick & Co., New York.

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Plain Talks on Plumbing, Heating and Ventilation. Published in Hardware and Metal, Toronto, Ont. (Temporary Copyright.) The MacLean Publishing Co., Limited, Toronto.

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Chanson d'Avril. By Georges Hall, Op. 3, No. 2. The Nordheimer Piano and Music Co., Limited, Toronto.

Valse des Nymphes. By Georges Hall, Op. 3, No. 3. The Nordheimer Piano and Music Co., Limited, Toronto.

Reverie du Soir. By Georges Hall, Op. 3, No. 4. The Nordheimer Piano and Music Co., Limited, Toronto.

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What Dew is to the Rose. (Song.) Words by Karl Fuhrmann. Music by Lyle C. True. The Hermit's Love. (Song.) Words by Frederick Truesdell. Music by George Chapman. His Voice. (Song.) Words and music by Lily T. Strickland. My Jeanie. (Song.) Words and music by Lily Strickland. I Plucked a Rose. (Song.) Words and Music by Lily Strickland. The John Church Co., Cincinnati.

Out to Old Aunt Mary's. Words by Permission of James Whitcomb Riley. Music by David A. Whyte. David A. Whyte, Grand View, Ont.

Analytical and Chronological Index: Library of Modern Progress. Compiled and Arranged by P. A. Errett, 1905. The Bradley-Garretson Co., Limited, Brantford.

In Love's Garden. By L. V. Gustin. (Music.) Jerome H. Remick & Co., Detroit.

On a Summer Night. (Song.) Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

The A B C of Canada's Greatness. Published in the Toronto News, Montreal Herald, Ottawa Free Press, Kingston Whig, Brantford Expositor, London Advertiser, and Winnipeg Free Press. (Temporary Copyright.) Frank Yeigh, Toronto.

Florida. The Newest Flower Song. By W. Henry Steffens. (For Piano.) W. H. Steffens, Traverse City, Michigan.

The Manitoba Fuel Question. By Robt A. Kellond. (Book.) Robert Arthur Kellond, Winnipeg.

The King of the Golden River; or, The Black Brothers. By John Ruskin, M.A., Illustrated by Richard Doyle. Morang & Co., Limited, Toronto.

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The People's Guide; By Rail, Stage, Ocean and Lake. (Book.) Robert Percy Barnes, Montreal.

The Courier of Fortune. By A. W. Marchmont. (Book.) McLeod & Allen, Toronto.

Norman Hazard; or, The Fur Trader's Story. (Poem.) Henry Ross, Stanbridge East, Que.

Lessons in Scientific Salesmanship. (Book.) H. Aylmer Harding, Winnipeg.

The Great Mogul. By Louis Tracy. (Book.) McLeod & Allen, Toronto.

Canada is Good Enough for Me. Words by J. Hunt Stanford, Music by Alfred J. Rostance. A. J. Rostance and J. Hunt Stanford, Toronto.

NEW MONTREAL QUARTERS.

FINDING their old quarters in the Victoria Chambers, McGill street, Montreal, entirely inadequate to a growing eastern trade, W. J. Gage & Co., Limited, have removed to commodious premises at 309 Notre Dame street west, occupying the entire second floor and part of the basement. The situation is within a block of their old premises, and they thus retain a favorable site for the accommodation of their customers.

Mr. James Imrie is in charge of the Montreal branch.

A complete stock of all lines of the Kinleith Paper Mills, which have an established reputation for high grade book papers and writings, is carried. Mr. V. Haney will call upon the trade with full lines of the Kinleith stock. More complete lines than ever before are represented in the various stationery accessories, and an increased representative staff has been secured. About the first of this month Mr. F. H. Gage, of the firm, was in Montreal calling upon the trade in the interests of the Kinleith paper lines.

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3. "The Prospector," by Ralph Connor. Westminster.
4. "The Clansman," by Thomas Dixon. Copp, Clark.
5. "The Man on the Box," by Harold McGrath. McLeod & Allen.
6. "The Masquerader," by K. C. Thurston. Harpers.

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
4. "Harvest of the Sea," by Dr. Grenfell. Revell.
5. "Sandy," by Alice Hegan Rice. Briggs.
6. "The Clansman." by Thomas Dixon. Copp, Clark.

COLLINGWOOD.

1. "The Clansman," by Thomas Dixon. Copp, Clark.
2. "The Black Barque," by T. Jenkins Hains. Copp, Clark.
3. "Sandy," by Alice Hegan Rice. Briggs.
4. "The Purple Parasol," by G. B. McCutcheon. Musson.
5. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
6. "Return," by Alice MacGowan. Copp, Clark.

GUELPH.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Duke Decides," by Headon Hill. McLeod & Allen.
3. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen
6. "The Garden of Allah," by Robert Hichens. Briggs.

HALIFAX.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "The Masquerader," by K. C. Thurston. Harpers.
4. "The Prospector." by Ralph Connor. Westminster.
5. "The Secret Woman," by E. Phillpotts. Morang.
6. "The Truants," by A. E. W. Mason. Harpers.

HAMILTON.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "Hecla Sandwith," by E. W. Valentine. McLeod & Allen.
4. "A Welsh Singer," by Allan Raine. Briggs.
5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
6. "Sandy," by Alice Hegan Rice. Briggs.

KINGSTON.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Clansman," by Thomas Dixon. Copp, Clark.
4. "The Masquerader," by K. C. Thurston. Harpers.
5. "Sandy," by Alice Hegan Rice. Briggs.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

MONCTON.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "Sandy," by Alice Hegan Rice. Briggs.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

MONTREAL.

1. "The Garden of Allah," by R. Hichens. Briggs.
2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
3. "Sandy," by Alice Hegan Rice. Briggs.
4. "Rose of the World," by Alice and Egerton Castle. Copp, Clark.
5. "The Celestial Surgeon," by F. Montresor
6. "The Plum Tree," by D. G. Phillips. McLeod & Allen.

OTTAWA.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "Stingaree," by E. W. Hornung. Copp, Clark.
4. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
5. "Harvest of the Sea," by Dr. Grenfell. Revell.
6. "A Welsh Singer," by Allan Raine. Briggs.

PETERBORO'.

1. "A Welsh Singer," by Allan Raine. Briggs.
2. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
3. "The Fugitive Blacksmith," by C. D. Stewart. Copp, Clark.
4. "Sandy," by Alice Hegan Rice. Briggs.
5. "The Monk's Treasure," by George Horton. McLeod & Allen.
6. "The Plum Tree," by D. G. Phillips. McLeod & Allen.

SARNIA.

1. "Stingaree," by E. W. Hornung. Copp, Clark.
2. "Sandy," by Alice Hegan Rice. Briggs.
3. "Return," by Alice MacGowan. Copp, Clark.
4. "The Plum Tree," by D. G. Phillips. McLeod & Allen.
5. "The Wanderers," by H. C. Rowland. McLeod & Allen.
6. "Return of Sherlock Holmes," by A. Conan Doyle. Morang.

ST. CATHARINES.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
3. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
4. "A Welsh Singer," by Allan Raine. Briggs.
5. "The Millionaire Baby," by Anna K. Green. McLeod & Allen.
6. "The Plum Tree," by D. G. Phillips. McLeod & Allen.

ST. JOHN, N.B.

1. "Sandy," by Alice Hegan Rice. Briggs.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Lightning Conductor,', by Williamson. McLeod & Allen.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "The Prospector," by Ralph Connor. Westminster.
6. "The Marriage of William Ashe," by Mrs. Ward. Briggs.

TORONTO.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Masquerader," by K. C. Thurston. Harpers.
3. "God's Good Man," by Marie Corelli. Briggs.
2. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "Jess & Co," by J. J. Bell. Copp, Clark.
6. "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.

VICTORIA.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Princess Passes," by Williamson. McLeod & Allen.
3. "The Lightning Conductor," by Williamson. McLead & Allen.
4. "A Ladder of Swords," by Sir G. Parker. Copp, Clark.
5. "Sandy," by Alice Hegan Rice. Briggs.
6. "The Prodigal Son," by Hall Caine. Morang.

WINNIPEG.

1. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
2. "A Mysterious Disappearance," by G. Holmes.
3. "The Wanderers," by H. C. Rowland. McLeod & Allen.
4. "Sandy," by Alice Hegan Rice. Briggs.
5. "Rose of the World," by Alice and Egerton Castle. Copp, Clark.
6. "Dr. Grenfell's Parish," by Norman Duncan. Revell.

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Hoskins, David, Toronto.
Jenkins & Hardy, Toronto.

Art Signs.
Martell-Stewart Co., Montreal.

Barristers, Solicitors, Etc.
Atwater, Duclos & Chauvin, Montreal.
Beatty, Blackstock, Fasken, Riddell & Mabee, Toronto.
Irwin & Jones, Toronto.
McLean, Wm. A., Guelph, Ont.
Mewburn & Ambrose, Hamilton.
Tupper, Phippen & Tupper, Winnipeg.
Wilson, W. G., Napanee, Ont.

Books and Albums.
Briggs, William, Toronto.
Brown Bros. Co., Toronto.
Copp, Clark Co., Toronto.
Picture Post Card Co., Ottawa.
Westminster Co., Toronto.

Blank Books.
Copp, Clark Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Warwick Bros. & Rutter, Toronto.

Calendars, etc.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Warwick, Bros. & Rutter, Toronto.

Commercial Works.
Morton, Phillips & Co., Montreal.

Crayons and Paints.
The American Crayon Co.—A. J. McCrae, Toronto.

Crepe Paper.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.

Educational.
Metropolitan Business College, Ottawa.
St. Margaret's College, Toronto.

Fancy Goods.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Reed, Jos. B., & Sons, Toronto.
Western Assurance Co., Toronto.

Flags and Sporting Goods.
Copp, Clark Co., Toronto.

Fountain Pens.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Glue, Paste and Mucilage.
Carter's Ink Co., Montreal.
Colonial Ink Co., Peterborough.
Copp, Clark Co., Toronto.
Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory.
American House, Hamilton, Bermuda.
Grand Hotel, Galt
Provincia Hotel, Gananoque.
Queen's Park Hotel, Trinidad, B.W.I.
The Argyle, Hamilton, Bermuda.
Tower Hotel, Georgetown, Demerara, British Guiana.
Victoria Lodge, Hamilton, Bermuda.
Windsor Hotel, Hamilton, Bermuda.
Woodside Boarding House, Georgetown, Demarara.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods
Brown Bros., Limited, Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
McFarlane, Son & Hodgson, Montreal.
Spencerian Pen Co., Birmingham, Eng.
Warwick Bros. & Rutter, Toronto.

Pencils.
Brown Bros., Limited, Toronto.
Clark Bros., Winnipeg.
Copp, Clark Co., Toronto.
McFarlane, Son & Hodgson, Montreal.
Warwick Bros. & Rutter, Toronto.

Playing Cards, Picture Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas., & Son, London, Eng.
Union Card & Paper Co., Montreal.

Postal Scales.
Pelouze Scale and Mfg. Co., Chicago.
Triner Scale & Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers.
Weese, G. A., & Son, Toronto.

Rubber Bands.
Faber, A. W., New York.

School Supplies.
Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.

Stationery.
Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co, Toronto.
Gage, W. J., Co., Toronto.
Librairie Beauchemin, Montreal.
Standard Paper Mfg. Co., Richmond, Va.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Telephones.
Bell Telephone Co. of Canada, Montreal.

Thumb Tacks.
Hawkes-Jackson Co., New York.

Toilet Paper.
Weese, G. A., & Son, Toronto.

Typewriter Supplies.
Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N.J.
United Typewriter Co., Toronto.

Wall Paper.
Stauntons Limited, Toronto.
Watson-Foster Co., Montreal.

Wholesale Jobbers.
Weese, G. A., & Son, Toronto.

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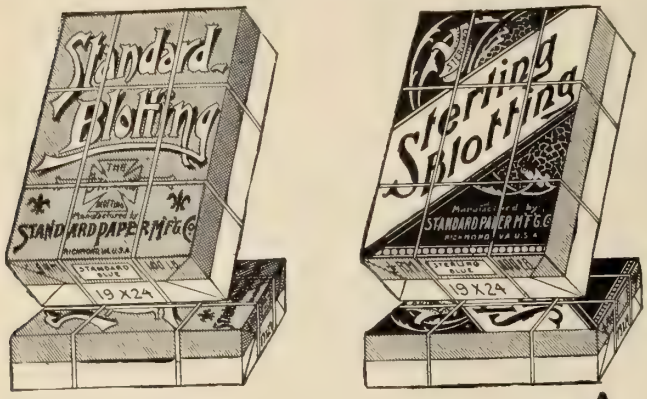
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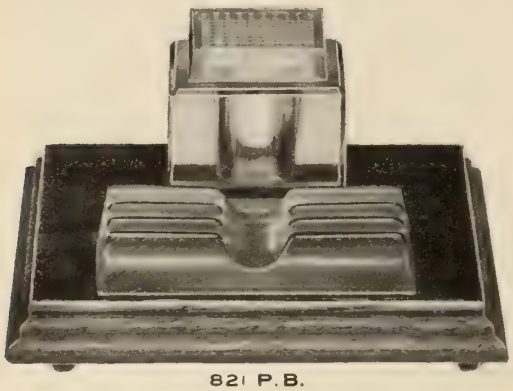
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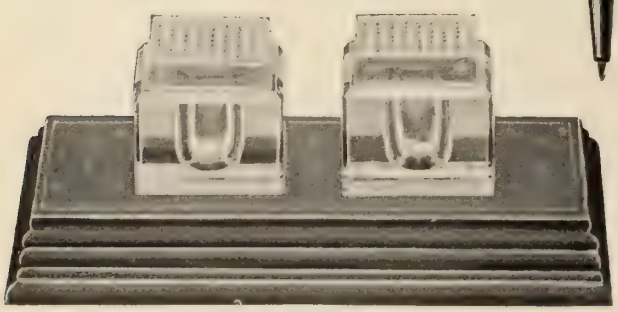


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Style and finish equal to Imported Cards.

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THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, JULY, 1905. No. 7.

FROM THE EDITOR'S SANCTUM

AUGUST 9 will be a red-letter day in the history of Bookseller and Stationer, for on that day this trade newspaper will have completed twenty-one years of existence and will signalize the event by publishing a Birthday Number. The most interesting feature of this issue will be the portraits of the leading men in the book and stationery trade, which will be reproduced in the best manner possible. Then, too, there will be historical sketches of the leading wholesale and retail firms of the Dominion. The story of the life of Bookseller and Stationer, the organ of the trade, will prove of considerable interest, for it will include much matter of a reminiscent nature, which will call up half-forgotten memories. There will be an appropriate cover, specially designed for the occasion.

* * *

In a few days more, the circulation manager of Bookseller and Stationer will be figuring out the "run" for the August Birthday Number. The order will be taken to the supply department and stock for the issue will be prepared. After that it will be impossible to increase the number of copies of the August Number. There will just be enough printed to cover requirements nicely, and if any of our readers find that about August 15, no more copies are procurable, they can understand that it is their own fault. Now is the time to send in word about the number of extra copies you will require. A post card to the circulation manager will accomplish the purpose, and you will thus be guaranteed the extra number that you desire.

* * *

Since the June issue we have received several letters from Canadian booksellers and stationers, expressing their willingness to accept our offer to illustrate their stores in Bookseller and Stationer. This is very gratifying and demonstrates the interest which is being shown in our series of "Leading Canadian Stores." In case readers may not have noted what was said in the last issue in this connection, we repeat our offer here: Any dealer who can show a clean, bright, creditable store is eligible to enter the series and is at perfect liberty to communicate with the editor and have his store illustrated and described in the series. This is a splendid opportunity and we hope many will take advantage of it. The wide circulation of Bookseller and Stationer in Britain, the United States, the West Indies, Australia, etc., affords a world-wide publicity.

During the past month it has happened that several Canadian booksellers have directed our attention to a grievance under which the retail trade suffers at the hands of the publishers. We have this month published one of the letters received and have commented on the difficulty in the editorial columns. It is much to be hoped that the campaign thus opened will bear fruit to the advantage of all concerned. This leads us to the point which we wish to make, viz., that we are anxious to have our readers make more and more use of our columns to remedy abuses. Our paper is a medium through which one man's experience may be made known to many and be brought to the attention of the parties interested. It will always be prepared to advocate measures in the best interests of the trade and to endeavor to suppress grievances.

* * *

Another point about this much-talked-of August Number: It is not going to be given up entirely to an illustrated account of the Canadian trade. On the contrary this feature will only form a part of the number. It will prove an important part, we have no doubt, but then there will be other features worth noting. This August Number will include all those departments which have made the Special Fall Numbers of the Bookseller and Stationer important publications in years gone by. Instead of waiting until September before issuing the 1905 special, as has been the custom in previous years, the special features will be amalgamated with the birthday features in the August Number and a mammoth publication will doubtless be the result.

* * *

Here is an editorial confidence, which we whisper in the ears of our readers: Not so long ago our representatives used to have their difficulties interesting the jobbers in the paper. They were kept waiting in ante-rooms, were treated with abruptness and were generally made to feel that they were a semi-nuisance. To-day there is the greatest imaginable change. The jobbers are most courteous and eager to serve us in any way possible. Is this change due to an altered and reformed character among the jobbers? Not at all. They are the same keen business men they were ten years ago, but they see that in the interval Bookseller and Stationer has become a power in the trade and consequently they realize that it is sound business to cultivate its good graces.

PUBLISHERS' ANNOUNCEMENTS

FIRST of the Fall announcement lists to be received is that of Dodd, Mead & Co., New York. They present for the approaching season, an attractive array of books, which include works by several of the most popular authors of the day. In fiction they will publish "Nedra," by George Barr McCutcheon; "The Resurrection of Miss Cynthia," by Florence Morse Kingsley; "The Man from Red Keg," by Eugene Thwing; "The Mystery of June 13th," by Melvin L. Severy; "Cecilia's Lovers," and "Trinity Bells," by Amelia E. Barr, and a new novel by Jerome K. Jerome. In illustrated gift books there will be: "His Version of it," by Paul Leicester Ford; "My Lady's Slipper," by Cyrus Townsend Brady; "Maud," by Lord Tennyson; "The Beverly Calendar," by Harrison Fisher; "The Nature Calendar," by Hamilton Wright Mabie, etc. The departments of history and biography and miscellanies will be well filled.

* * *

L. C. Page & Co., Boston, will bring out in the early Fall, Robert Neilson Stephens' new romance, "The Flight of Georgiana." The scene is laid during the Jacobite uprisings in England.

* * *

A book that does for a Canadian parish what Ian Maclaren did for the sweetness, the heroism and pathos of the Scotch church folk, is going through the press at Revell's. The author, Rev. R. E. Knowles, has long been in Canada as an orator and a man of keen humor and great common sense. His book, "St. Cuthberts," is reported by the critics as making a distinct addition to American literature, and they claim that it has all the marks of a classic description of some phases of life on the North American continent that has often been attempted and with indifferent success.

* * *

L. C. Page & Co., Boston, announce a new novel by Grace MacGowan Cooke, entitled "The Grapple." This is a story dealing with the question of labor vs. capital. They also announce for publication this month a story of the war between France and England for the possession of Canada, called "Cameron of Lochiel." It is a translation from the French by Charles G. D. Roberts.

* * *

The Copp, Clark Co., Limited, are to be the Canadian publishers of Charles G. D. Roberts' new book of animal life, "The Story of Red Fox." It will be issued early in the Fall, and will be uniform with the author's other books, "Kindred of the Wild" and "Watchers of the Trails."

* * *

The Musson Book Co., Limited, have just published "Pam," by Bettina von Hutten. They are also bringing out shortly a handsome volume of reminiscences by Mrs. Alec. Tweedie, entitled "Behind the Footlights." Another of their publications, which should prove a good seller, is a devotional book called "Daily Strength for Daily Needs." This is issued in a white and gold binding at $1.25, and in plain cloth at $1.

* * *

Two exquisite art books, which should prove excellent sellers during the coming Fall, are being issued in Canadian editions by The Copp, Clark Co., Limited. They are "The Gospels in Art" and "Women Painters of the World." The former is the life of Christ as portrayed by the great artists, and the latter a collection of the works of famous women artists. ($2.50 each).

* * *

Morang & Co., Limited, published on July 7th a new and revised edition of Lampman's poems in one volume. This book will sell at $2.

* * *

A paper edition of "A Prisoner of Madamoiselle," by C. G. D. Roberts, has been issued lately by The Copp, Clark Co., Limited. The same firm have also ready a second edition of "Rose of the World," by Agnes and Egerton Castle, a book which has gained much popularity.

* * *

"The Gamblers" is the title of the forthcoming novel by Mrs. Katharine Cecil Thurston, author of "The Masquerader." It will be published in Canada by the Fleming H. Revell Co.

* * *

This month The Copp, Clark Co., Limited, will publish Ridgwell Cullum's new story, "In the Brooding Wild." The book is illustrated by Charles Livingstone Bull. (Cloth, $1.50).

* * *

July publications of Langton & Hall, Limited, include "The Silence of Mrs. Harrold," by Samuel M. Gardenhire. (Cloth, $1.25; paper, 75c.) "The Chronicles of Don Q," by K. and E. Pritchard, (cloth, $1.50), and "A Woman of the World," by Ella Wheeler Wilcox (Cloth, $1.50).

* * *

The principal publication of The Copp, Clark Co., Limited, for this month, is the new Crockett book with the pretty title, "Maid Margaret." The heroine is taken from actual history, being none other than the famous "Fair Maid of Galloway." The book has sixteen illustrations by Seymour Lucas, R.A. (Cloth, $1.50).

* * *

Morang & Co., Limited, have recently published three new novels, one by Foxcroft Davis, "Mrs. Darrell;" another by Elizabeth Robins, "A Dark Lantern," and one by Nancy Huston Banks, "The Little Hills." Elizabeth Robins' novel has gone promptly into the second large edition. Each of these books sell at $1.50, and any one of them makes an excellent edition to the pleasure of the tourist's holiday.

* * *

The Copp, Clark Co., Limited, have now ready "The St. Lawrence Basin and Its Borderlands," by Dr. S. E. Dawson. This is one of the volumes in the "Story of Exploration" series, and it treats of the great system of the St. Lawrence and the Great Lakes. (Cloth, only $1.35 net).

* * *

"The Makers of Canada" series published by Morang & Co., of Toronto, is progressing very rapidly, and has received most complimentary notices not only from Canadian papers, but also from English and American reviewers. The last volume to be issued is "Wolfe & Montcalm," by Henri Raymond Casgrain. Three volumes are in preparation and will be published very shortly. These are "Mackenzie, Selkirk and Simpson," by Dr. George Bryce; "John Graves Simcoe," by Duncan Campbell Scott, one of the editors of the series, and "Sir James Douglas," by R. E. Gosnell.

* * *

Volumes are constantly being added to the York Library, for which George Bell & Sons, London, are responsible. The latest issues to hand are "Arthur Young's Travels in France" and "The Journal to Stella" by Jonathan Swift. Both are edited by competent authorities and in their neat binding the books are well worth possessing. (2s. net each.)

MONTHLY REPORT FROM BOOK CENTRES

TORONTO.

Office of Bookseller and Stationer.
10 Front Street East, Toronto.
July 1, 1905.

BUSINESS during June and the early part of July has been good. The tourist traffic is now well under way and there has been a consequent demand for souvenir goods, such as books of views and picture post cards.

* * *

J. P. McKenna is making a specialty of picture post cards at present, and his large show window is a centre of attraction for the passing crowds on Yonge street. He has it filled with hundreds of cards of every line and every kind of subject.

* * *

Among the best trade "The Garden of Allah," by Robert Hichens, has been selling best. The fame of this book has been growing on its merits. "Rose of the World," by Agnes and Egerton Castle, has likewise been increasing in popularity as it becomes better known. There is still a good demand for "The Marriage of William Ashe," and the Labrador books are asked for extensively.

MONTREAL.

Office of Bookseller and Stationer,
232 McGill Street, Montreal.
July 1, 1905.

BOOK sales during June continued satisfactory, and at the beginning of July all stores made extra efforts to catch tourist and traveling trade. Paper fiction was wisely featured and nature books had a large representation also. New fiction was brought to the front

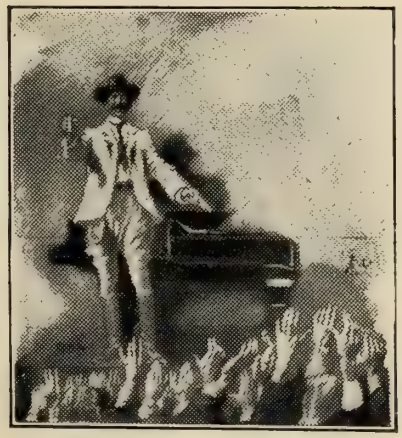
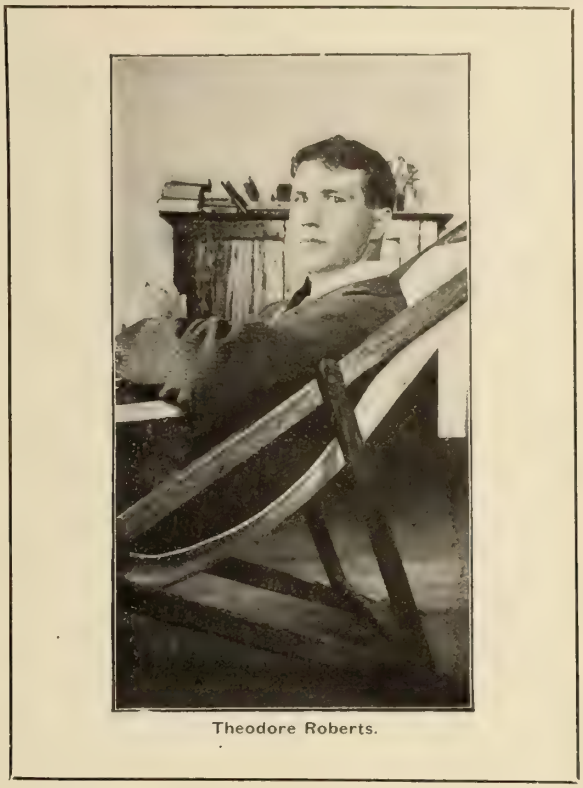


Illustration from "Stingaree" by E. W. Hornung.
(Copp, Clark Co., Limited.)

and the combined progressiveness of most stores prompted healthy and active business.

* * *

Window displays were brighter and daintier than in many months; even the conservative old-fashioned book stores which still survive did something in this particular. The St. Catherine street book stores, notably Renouf, Phelan, Foster Brown, Chapman and Drysdale, all had attractive displays, changed regularly. Interior decoration was also attended to and show cards and display racks were prominent. Judging by the number of customers in legitimate book stores the department stores have not seriously hurt the business.



Theodore Roberts.

* * *

"The Voyageur" continued prominent. Some of the new books favorably mentioned include the "Task Masters," "The Rebel Wooing," "Lady Penelope," "Pam," and "Baccarat." Libraire Beauchemin are doing well with the English translation of "The Canadian West." Some of the new war books in demand are "The Downfall of Russia," "The Japanese Spirit," and "Under the Care of the Japanese War Office." W. W. Jacob's "Dialstone Lane" is highly spoken of.

WINNIPEG.

Office of Bookseller and Stationer,
Room 511 Union Bank Building, Winnipeg, Man
July 1 1905

JUNE business in Winnipeg book stores was fairly satisfactory, although the continued wet weather hindered the regular Summer trade. With warmer weather people are making their way to Summer resorts and there is a more active demand for Summer fiction.

* * *

Without doubt, "The Marriage of William Ashe" is still the best selling book, the sales in Winnipeg having been exceptionally large since the book first came out. Dr. Drummond's new collection of French Canadian poems, "The Voyageur," has an assured reception. In the few days that the book has been on sale in Winnipeg a great many copies have been sold. Two new detective stories, "The Mandarin's Fan," by Fergus Hume, and "The Marathon Mystery," by Burton E. Stevenson, have proved very popular. "On the Firing Line," a romance of the Boer War, in which a Canadian trooper is the hero and an English girl the heroine, is meeting with some attention locally. "Rose of the World," by Agnes and Egerton Castle is repeating in book form its success as a serial in the Saturday Evening Post.

BOOKS OF THE MONTH

"Bible Light on Holy Sleepers." London: Charles J. Thyme. 1s. The design of the writer of this book has been to collect such testimony as the Bible affords regarding the condition of the believer in the period intervening between death and the resurrection, which she regards as being that of unconscious sleep. The book in an attractive binding has reached its second edition, enlarged and revised by the author.

"Case Against the Proposed Appeal to the First Six Centuries." London: Charles J. Thynne. 6d. This booklet is the outgrowth of a controversy at present going on in the Church of England on the subject of authority in matters of doctrine and practice. With a view to reconciling differences between the Ritualistic and the Evangelical parties the Dean of Canterbury has advocated an appeal to the general assent and observance of the Church in the first six centuries. The objections to the principle are strongly set forth in the letters and protest which constitute "The Case against the Appeal."

Flower, Elliott. "Slaves of Success." Boston: L. C. Page & Co. $1.50. This book is hardly a work of fiction, nor is it a romance. It may rather be described as a series of papers more or less connected, in which the crooked and corrupt ways of the modern political boss, the grafter and the heeler are depicted, and with so much skill that each character is a type of his class. The counterparts of Carroll and Wade would not be hard to find in any political centre. Since to expose wrong-doing is a means to prevent it or to keep it in check, this author has done his share towards effecting a much-needed reform, and he has done it in a manner at once striking and convincing.

Le Queux, William. "Who Giveth this Woman?" Toronto: The Copp, Clark Co., Limited. Cloth, $1.25. Paper 75 cents. Tragedy, grim and terrible, confronts both the reader and the hero at the opening of this exciting story; and it is tragedy in high society, which is hushed up by the Home Office. The hero sets to work to unravel the mystery, a step which endangers his life, but finally he is successful, and there is a satisfactory ending.

London, Jack. "The Game." Toronto: Morang & Co. Cloth, $1.50. The drama of Mr. London's latest book is played out in the arena of the prize ring, with its debasing accessories. Joe Fleming, a picturesque young athlete, is pitted against John Ponta, a professional slugger, with the result that skill, courage and high resolve yield to brute force, wrecking at the same time the hopes and aspirations of the young girl the hero had won. A striking commentary on the cult of the physical, which forms so large a part of modern social and club life.

Oppenheim, E. P. "The Master Mummer." Toronto: The Copp, Clark Co., Limited. Cloth, $1.25.; paper, 75 cents. There is a pathetic touch in the narrative that describes how an unhappy maiden is released from a disagreeable guardian, and takes refuge with three young Bohemians in London. Of how efforts are made to take her from them, and of how she turns out to be a real live princess, the story goes on to tell, holding the readers interest till the end.

Roberts, Morley. "Lady Penelope." Boston: L. C. Page & Co. Cloth, $1.50. Lady Penelope, a paragon of beauty, has six lovers, whose portraits are features of this book. She decides that she will reform marriage, and marries one of the six secretly at a registry office, instead of at church. The question then arises which of the six has she married, and it takes nearly the whole of this delightfully clever book to discover this lucky one. The style is bright and witty.

Roberts, Theodore. "Brothers of Peril." Toronto: The Copp, Clark Co. Cloth, $1.50. A story of adventure on the bleak shores of Newfoundland shortly after its dscovery, in the reign of Elizabeth, and when it was still occupied by the aborigines. A fugitive English nobleman and his daughter, a picturesque pirate and a wealthy young Bristol merchant are the leading characters in a book which is informing in its descriptions, thrilling in its incidents, and happy in its conclusion.

Pemberton, Max. "Mid the Thick Arrows." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50. The opening chapter, which describes the supposed death of La Belle Esmeralda, the popular variety actress, in Paris, gives the clue to the story. She had been married some years previously to a young Englishman, who, believing himself free, marries again. On this groundwork an absorbing tale is worked out in Pemberton's best style.

GROWTH OF THE TYPEWRITER.

THE remarkable advance the typewriter has made in use for business and other correspondence in the last few years is remarkable, and nowhere more so than in this country. To-day no business office is complete without its typewriter equipment, and the house that still sticks to the now almost obsolete pen for correspondence is very generally looked upon as not quite abreast of the times. The typewriter not only saves time and effort to the man who uses it, but to the persons who receive the communications.

The New York Times calls attention to an interesting report in the following item:

"According to report, of course veracious, King Edward is about to give his royal sanction to the typewriting machine. At any rate, a particularly fine specimen of that labor-saving utensil has been or is about to be sent to him by an enterprising American manufacturer of the same, and, of course, that comes to the same thing. The machine is said to have a mahogany framework—everybody knows that mahogany is of all woods the best qualified to take the place of steel where strength and rigidity are to be combined with lightness—and the keys to be pressed by the royal fingers will be made of ivory. But there! even if one does have some difficulty in believing that the King is going to do much typewriting with his own hands, it is entirely probable that with the practical common sense which characterizes him he has seen the wisdom of putting the stamp of his personal approval on an exponent of modernity and progress that has made its way with curious slowness among his cautious subjects. Of course, great numbers of typewriters are already used in England, but it is a fact that they are still under the ban of many Britishers, even in the business world, and their employment for anything like personal correspondence is there quite generally considered insulting. Years ago the same notions prevailed here, but they are now quite forgotten in commercial circles, and the typewriter is fast driving the pen from every fastness except the love letter. That is as it should be."

SUMMER READING

Brothers of Peril—By Theodore Roberts. A tale of old Newfoundland.....Illustrated. Cloth, only ***$1.50***

Return—By Alice and Grace MacGowan Cooke. A story of the Sea Islands in 1739.....Illustrated. Cloth, only ***$1.50***

The Clansman—By Thos. Dixon, jr.....Illustrated. Cloth, only ***$1.50***

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A Ladder of Swords—By Gilbert Parker.....Illustrated. Paper, ***75c.;*** cloth, ***$1.50***

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Whosoever Shall Offend—By F. Marion Crawford.....Paper, ***75c.;*** cloth, ***$1.50***

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THE MAGAZINE COUNTER

Appleton's Booklovers' Magazine (July). The first number of this publication, which continues the Booklovers' Magazine, exhibits a few changes. There is no longer the elaborate color printing, but this is compensated for by the excellence of the contents. A serial story of Robert W. Chambers begins. There are illustrated articles on "The Block Museum." "English Ancestral Homes of American Women," "The Personal Appearance of John Paul Jones," etc.

Arena (July). This number opens volume thirty-four. It will contain "The Divorce Legislation of Switzerland," "The Charm of Emerson," "Municipal Black Plague," "Homer Davenport," "The Identity of Socialism and Christianity."

Atlantic Monthly (August). A fine group of stories will be found in this number, as well as a number of readable articles with such titles as "The Romance of the Milky Way," "An Apology for the Country," "In Swimming," etc.

Book Monthly (June) contains an interesting paper on Tennyson's poem, "Crossing the Bar." "A Soul in a Shop—some leaves from the dairy of an asistant bookseller." "Writers of English," by Sir Gilbert Parker and Mr. G. H. Putnam.

Canadian (August) will contain an illustrated article on the "Life and Works of J. M. W. Turner, R.A.," "A Day in Malta," "Electoral Management," "Ontario School Life Sixty Years Ago," and stories by several Canadian writers.

Chambers's Journal (July). Among the numerous instructive articles in this number may be mentioned "The Victoria Falls of the Zambesi." "Ascending and Descending Salmon," "Ups and Downs of Wall street." "Ranching in the Canadian Northwest," etc.

Century (August). This will be a midsummer holiday number, and will have many attractive features,—a set of color pictures by Howard Chandler Christy of "A Summer Girl," the beginning of a two-part story by Rudyard Kipling, articles on "Automobiling in the Alps," "College Rowing in England and America," "The Circus," and a number of short stories.

Critic (July) contains "Henry James as a Lecturer," "Hiawatha played by Real Indians," "The Landscape Background in George Meredith's Writing," "The Modern German Drama," etc.

Everybody's (July) contains "Making a Yale Athlete," "Frenzied Finance," "The Greatest Trust in the World," and stories by Lloyd Osbourne, Juliet Wilbor Tompkins and other noted writers. A set of colored portraits of leading players is a feature.

Forum (July). The contents include instructive articles on "The British Invasion of Tibet" and "The Rupture between Norway and Sweden," with the usual departments devoted to politics, finance, science, etc.

Graphic (June 24th) contains many pictures of the wedding of Princess Margaret of Connaught and Prince Gustavus Adolphus of Switzerland, besides many other pictures of interest connected with current events.

Lippincott's (August). The long story is to be "Her First Elopement," by Clara Bartram. It is an enlivening tale, which is calculated to cheer up teh reader even in the most oppressive weather.

McClure's (August). This is the Summer fiction number, and it will be elaborately illustrated. The contributors will include O. Henry, T. Jenkins Hains, Arthur Train, Booth Tarkington, etc.

National Monthly of Canada (June) has an interesting article on "The Coming of the People," showing how emigrants from the old world enter Canada. There are several interesting portraits in the section devoted to "Prominent Men of the Day." Stories are numerous and of good quality.

Nautical Magazine (June). This is an interesting periodical of long standing, published by James Brown & Son, 52 to 56 Darnley street, Pollokshields, Glasgow. It is termed "a technical and critical journal for the officers of the mercantile marine." The illustrations are numerous and are reproduced on coated paper inserts. Among the contents are "The Royal Navy and Its Reserves," "The Cyclones of the Far East," "The Motor as a Marine Engine," etc.

Out West (June). To lovers of nature the main beautiful pictures of scenery in this magazine must appeal strongly. The contents include "When Spring comes to the Desert," "Mendocino Wilds," "The Shalako Dance," etc.

Pall Mall (August) will be largely devoted to fiction, and among the authors contributing will be E. W. Hornung, Arthur Morrison, Jack London, Mrs. Molesworth and H. G. Wells. All these stories will be profusely illustrated.

Political Science Quarterly (June) contains "The Anomaly of our National Convention," "The Rigid Constitution," "The Political Philosophy of John Locke," "The Field of Economic Dynamics," "The Economic Cost of Slave-Holding," "Immigration to the Southern States," and "The Sewage Farms of Berlin."

Review of Reviews (July). Contents include "Argentina: The Wonderland of South America," "How Niagara is Harnessed," "Why Norway has Separated from Sweden," "Freight Rates that were made by the Railroads," "Street Railway Fares in Large Cities," etc.

Scribner's (August). In the August fiction number will be found eight exceptionally clever short stories by such well-known writers as James B. Connolly, E. W. Townsend, Carter Gooloe, Nelson Lloyd, etc. Richard Harding Davis will contribute an account of "The Passing of San Juan Hill."

Windsor (July) contains "Games one can Practise in a Room," "The Art of G. D. Leslie, R.A.," "Railway Towns," and a number of excellent stories.

World To-day (July) contains "The Soldier-Policeman of the Plains," "Menier's Experiment," "The Battle of Mukden," "The Woman's Side of Mormonism," "War Balloons of To-day," "The Future Republic of Poland," etc.

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"All About Japan." By Belle M. Brain.
"Among English Inns." By Josephine Tozier.
"Apostle Peter, The." By W. H. G. Thomas.
"Art Thou the Man?" By Guy Berton.
Barrows, Mary Eleanor. "John Henry Barrows: A Memoir." Toronto: Fleming H. Revell Co. Cloth $1.50.
"Being Done Good." By Edward B. Lent.
Bennet, Robert Ames. "For the White Christ. Toronto: McLeod & Allen. Cloth, $1.25.
Berton, Guy. "Art Thou the Man?" Toronto: The Musson Book Co. Lmited. Cloth, $1.50; paper, 75 cents.
"Bible Etchings of Immortality." By Camden M. Cobern.
Billroth, Dr. Th. "The care of the Sick." Toronto: The Musson Book Co., Limited. Cloth, $1.
"Black Barque, The." By T. Jenkins Hains.
Black, Hugh. "The practice of Self-Culture." Toronto: Morang & Co., Limited. Cloth, $1 .
Bonner, Geraldine. "The Pioneer." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.
Boothby, Guy. "A Crime of the Underseas." Toronto: Langton & Hall, Limited. Cloth, $1.25; paper, 75 cents.
"Boston Cooking School Book." By Fannie Merritt Farmer. Toronto: The Musson Book Co., Limited. Cloth, $2.
Bourget, Paul. "The Disciple." Toronto: Langton & Hall, Limited. Cloth, $1.25; paper, 50 cents.
Bourget, Paul. "A Tragic Idyl." Toronto: Langton & Hall, Limited. Cloth, $1.25; paper, 50 cents.
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Bradley, Rev. Henry Stiles. "Christianity as Taught by Christ." Toronto: Fleming H. Revell Co. Cloth, $1.25.
Brain, Belle M. "All About Japan." Toronto: Fleming H. Revell Co. Cloth, 75 cents.
Broughton, Len G. "The Soul-Winning Church." Toronto: Fleming H. Revell Co. Cloth, 50 cents.
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MacBeth, R. G. "The Making of the Canadian West." New and enlarged edition. Toronto: William Briggs. $1.25.
MacGowan, Alice and Cooke, Grace M. "Return." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50.
MacKaye, Harold S. "The Winged Helmet." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50; paper, 75 cents.
MacTavish, W. S. "Reapers in Many Fields." Toronto: The Westminster Co., Limited. Cloth, 50 cents; paper, 25 cents.
"Making of the Canadian West, The." By R. G. MacBeth.
"Maltbie Davenport Babcock." By Charles E. Robinson.
"Mandarin's Fan, The." By Fergus Hume.
"Marathon Mystery, The." By Burton E. Stevenson.
"Marble City, The." By G. B. Burgin.
"Marcelle." By Hampden Burnham.
Marchmont, A. W. "The Courier of Fortune." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.
"Marriage of William Ashe, The." By Mrs. Ward.
"Master Mummer, The." By E. P. Oppenheim.
McClure, J. G. K. "Loyalty: The Soul of Religion." Toronto: Fleming H. Revell Co. Cloth, $1.
McCutcheon, George Barr. "The Purple Parasol." Toronto: The Musson Book Co., Limited. Cloth, $1.25.
McIntyre, Alexander. "A Modern Arithmetic." Toronto: Morang & Co., Limited. Book 1, cloth 40 cents; book 2, cloth 50 cents.
McLanahan, Samuel. "Our People of Foreign Speech." Toronto: Fleming H. Revell Co. Cloth, 50 cents.

McLeod, Rev. George B. "Great Facts for Christian Living." Toronto: William Briggs. $1.
McLeod, Malcolm J. "The Culture of Simplicity." Toronto: Fleming H. Revell. Cloth, $1.
McRae, W. P. "Topical Bible Text-book." Toronto: William Briggs. 25 cents.
"Mediterranean Traveler, The." By D. E. Lorenz.
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Miller, Alice D. "Calderon's Prisoner." Toronto: Langton & Hall, Limited. Cloth, $1.25; paper, 50 cents.
Miller, Alice D. "The Modern Obstacle." Toronto: Langton & Hall, Limited. Cloth, $1.25; paper, 50 cents.
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"Millions of Mischief." By Headon Hill.
"Modern Arithmetic, A." By Alexander McIntyre.
"Modern Obstacle, The." By Alice D. Miller.
"Monk's Treasure, The." By George Horton.
Moorehead, Professor W. G. "Outline Studies in the New Testament." Toronto: Fleming H. Revell Co. Cloth, $1.20.
More, E. Anson. "A Captain of Men." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50; paper, 75 cents.
Muldrew, W. H. "Sylvan Ontario: A Guide to our Native Trees." New edition. Toronto: William Briggs. 75 cents.
"Musson's Improved Log Book." Based on Scribner and Doyle. Toronto: The Musson Book Co., Limited. Cloth, 25 cents.
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"On Life's Threshold." By Charles Wagner.
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Oppenheim, E. P. "The Master Mummer." Toronto: The Copp, Clark Co., Limited. Cloth, $1.25; paper, 75 cents.
"Orchard and Fruit Garden, The." By E. P. Powell.
"Orchid, The." By Robert Grant.
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"Outline Studies in the New Testament." By Professor W. G. Moorehead.
Palmer, Frederick W. "With the Sorrowing." Toronto: Fleming H. Revell Co. Cloth, 75 cents.
"Pam." By Bettina von Hutton.
"Partners of the Tide." By Joseph C. Lincoln.
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Pemberton, Max. "Mid the Thick Arrows." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50; paper, 75 cents.
Phillips David Graham. "The Plum Tree." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.
"Pioneer, The." By Geraldine Bonner.
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"Political Annals of Canada, The." By A. P. Cockburn.
Powell, E. P. "The Orchard and Fruit Garden." Toronto: William Briggs. $1.50 net.
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"Review of Historical Publications Relating to Canada For the Year 1904." Edited by George M. Wrong, M.A., and H. H. Langton, B.A. Toronto: Morang & Co., Limited. Cloth, $1.50 net.
Rice, Alice Hegan. "Sandy." Toronto: Wm. Briggs. Cloth, $1.
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Robinson, Charles E. "Maltbie Davenport Babcock." Toronto: Fleming H. Revell Co. Cloth, 75 cents.
Robinson, Major-General C. W. "The Life of Sir John Beverley Robinson, Bart." Preface by Dr. G. R. Parkin, C.M.G. Toronto: Morang & Co., Limited. Cloth, gilt top, $3.50 net.
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Saunders, Marshall. "The Princess Sukey and Some of Her Human Friends." Toronto: William Briggs. Cloth, $1.25; paper, 75 cents.
"School of Life, The." By Henry Van Dyke.
"Second Reader." Edited by John Dearness, M.A., W. A. McIntyre, B.A., and John C. Saul, M.A. Toronto: Morang & Co., Limited. Cloth, 25 cents.
Sell, Rev. H. T. "Studies in the Life of the Christian." Toronto: Fleming H. Revell Co. Cloth, 50 cents; paper, 25 cents.
Seton, Ernest Thompson. "Woodmyth and Fable." Toronto: William Briggs, $1.25.
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"Sign of Triumph, The." By Sheppard Stevens.
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Stewart Charles D. "The Fugitive Blacksmith." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50.
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"Story of James Chalmers." By Richard Lovett.
"Story of the Canadian People, The." By David M. Duncan.
"Story of the Welsh Revival," as told by Eye Witnesses. Toronto: Fleming H. Revell Co. Paper, 25 cents.
"Struggle for Life, A." By John Langtry.
"Student's Chronological New Testament." By Professor A. T. Robertson.
"Studies in the Life of the Christian." By Rev. H. T. Sell.
"Sylvan Ontario: A Guide to our Native Trees." By W. H. Muldrew.
"Talks to Men." By Rev. R. A. Torrey.
Talling, Rev. M. P. "Inter-Communion with God." Toronto: Fleming H. Revell Co. Cloth, $1.
Taylor, Imlay. "My Lady Clancarty." Toronto: The Musson Book Co., Limited. Cloth, $1.50; paper, 75 cents.
"Texas Ranger, A." By M. A. Jennings.
"Text Book on Obstetrics." By Adam H. Wright, B.A., M.D.
Thomas, W. H. G. "The Apostle Peter." Toronto: Fleming H. Revell Co. Cloth, $1.25.
"Topical Bible Text Book." By W. P. MacRae.
Torrey, Rev. R. A. "Real Salvation and Whole-Hearted Service." Toronto: Fleming H. Revell Co. Cloth, $1.
Torrey, Rev. R. A. "Talks to Men." Toronto: Fleming H. Revell Co. Cloth, 75 cents.
Tozier, Josephine. "Among English Inns." Toronto: The Copp, Clark Co., Limited. Cloth, 1.60 net.
Tracy, Louis. "The Great Mogul." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.
Tragic, Idyl A." By Paul Bourget.
"Two Years in Three Continents." By E. M. Condit.
"Upper Room Letters." By T. Iden.
Valentine, E. U. "Heela Sandwith." Toronto: McLeod & Allen. Cloth. $1.25; paper, 75 cents.
Van Dyke, Henry. "The School of Life." Toronto: The Copp. Clark Co., Limited. Cloth. 75 cents.
"Vigorous Daunt." By Ambrose Pratt.
Von Hutton, Bettina. "Pam." Toronto: The Musson Book Co., Limited. Cloth, $1.25; paper, 75 cents.
Wagner, Charles. "On Life's Threshold." Toronto: William Briggs.
Wallace Dillon. "The Lure of the Labrador Wild." Toronto: Fleming H. Revell Co. Cloth, $1.50.
"Wanderers, The." By Henry C. Rowland.
"War of 1812, The." By James Hannay.
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"Welsh Singer, A." By Allan Raine.
"What Frances Willard Said." Edited by Anna A. Gordon. Toronto: Fleming H. Revell Co. Cloth, 75 cents.
"White Peril in the Far East, The." By Sidney L. Gulick.
"Who Giveth This Woman?" By William Le Queux.
Wilcox, Ella Wheeler. "A Woman of the World." Toronto: Langton & Hall, Limited. Cloth only, $1.50.
Wilson, William R. A. "A Knot of Blue." Toronto: The Musson Book Co., Limited. Cloth, $1.50; paper, 75 cents.
"Winged Helmet, The." By Harold S. MacKaye.
Winter, Alice. "The Prize to the Hardy." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.
"With the Sorrowing." By F. W. Palmer.
Wood, Mrs. Lydia C. "For a Free Conscience." Toronto: Fleming H. Revell Co. Cloth, $1.50.
"Woodmyth and Fable." By Ernest Thompson Seton.
"Worker's Weapon, The." By John H. Elliott.
Wright, Adam H., B.A., M.D. "Text Book on Obstetrics." Toronto: Morang & Co., Limited. Cloth, $4.50.
"Yellow Wave, The." By M. P. Shiel.
"You Can Search Me." By the Author of "John Henry." Toronto: Langton & Hall, Limited. Cloth, gilt top, 75 cents.

PUBLISHERS WHOSE BOOKS HAVE BEEN LISTED.

Bradley-Garrettson Co., Limited, Brantford.
Briggs, William, Richmond street west, Toronto.
Copp, Clark Co., Limited, 64-66 Front street west, Toronto.
Langton & Hall, Limited, Nordheimer Building, Toronto.
McLeod & Allen, 37 Melinda street, Toronto.
Morang & Co., Limited, 90 Wellington west, Toronto.
Musson Book Co., Limited, 23 Richmond west, Toronto.
Revell Co., The Fleming H., 25 Richmond west, Toronto.
Westminster Co., Limited, Confederation Life Building Toronto.

IGNORING THE BOOKSELLER.

Montreal, June 10, 1905.

The Editor, Bookseller and Stationer:

I enclose a recent ad. from Montreal Star, and imagine the public in reading this would think that the books there advertised were only obtainable direct from the publishers.

It is a small matter, but feel sure it would benefit the trade very much if publishers in advertising their books would, in addition to stating their own name, etc., add "and at all book stores."

A MONTREAL BOOKSELLER.

A VISITOR FROM SCOTLAND.

THE Toronto office of Bookseller and Stationer was visited on June 21 by Mr. J. S. Ferrier, of the English publishing house of Oliphant, Anderson & Ferrier, Edinburgh and London. Mr. Ferrier spent about a month in America, and at the time was on his way home. It is ten years since last he visited this continent, and friends here remark how little the ten years have changed his appearance. Though no longer a young man, he has still all the buoyancy of youth, and looks on the world with an optimistic eye.

Mr. Ferrier is strongly of the opinion that too many books are being published for the good of the trade. He also notes that there is a great change in the character of the books in demand for Sunday school libraries. Of Canadian stores he had little to say, but was inclined to think they were holding their own.

The most important work his firm have done of late is the completion of the Famous Scots Series, in forty-two volumes, of which series Andrew Carnegie's volume on James Watt is the last.

ANONYMOUS BOOKS.

The number of writers who have published books anonymously during the last 18 months has been somewhat unusual. One of the most favorably known of these anonymous books is "Sturmsee: Man and Man," by the author of "Calmire." The latter book provoked a great deal of discussion at the time of its publication and was received by the critics with a great deal of favorable comment. The last volume, "Sturmsee," more than upholds the reputation of the author and is an unusual novel, combining a great deal of philosophy with an exceedingly interesting story. The price of this novel is $1.50. A new edition of "Calmire" at the same price is also being produced with the first edition of "Sturmsee." (Morang & Co.)

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

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Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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Vol. XIV JULY, 1905. No. 7

AN INJUSTICE TO RETAILERS.

IT is not very often that it becomes our duty to call the publishers up on the carpet and give them a lecture. On the whole they are a pretty decent class, and they generally act with fairness. They also appear to us to be ever ready to remedy faults and to desire to live on good terms with the booksellers.

Our attention has been drawn of late to an injustice of which several Canadian publishers are guilty, which, we hope, needs only to be pointed out to be remedied. It is the persistent ignoring of the existence of booksellers whenever the publishers advertise to the consumer. A great deal of printed matter is sent out by publishers to boom their books, and necessarily so. From this advertising publisher and bookseller should both profit. But there is rarely any indication that the publisher recognizes the co-existence of the bookseller. He is content to announce that he is the publisher and leave it at that.

If the publisher carries a retail department, it is obvious that there may be a motive in suppressing the bookseller. He may hope that orders will come in direct from the consumer, and thus give him not only his own but the middleman's profit.

Among the publishers who are doing the fair thing to the booksellers, let us name one firm, which, being out of Canada, need not raise any questionings here. It is the Frederick A. Stokes Co., of New York. On a pamphlet which they have just got out to send to consumers on books of outdoor life, they place the words prominently, "When possible order directly from your bookseller." We understand that whenever possible this firm makes it a point to direct purchasers first to the bookseller.

Cannot all our Canadian publishers follow this excellent example and give the retail trade fair play?

* * *

No progressive dealer should be without Bookseller and Stationer. It is an essential to success

* * *

A LOSING VENTURE.

WHILE it is true that many ventures have failed because of a lack of capital, it is also true that there have been cases where failure has been encountered even with plenty of capital. If we are to believe the stories told by W. T. Stead's venture in daily journalism, the Daily Paper, this was such a case.

It would seem that never before was such a gigantic enterprise in journalism attempted nor were plans so elaborately made. The best journalistic talent was secured, the cleverest advertising solicitors were secured, and the paper was heralded throughout the two hemispheres. Arrangements were made for the carriage of the paper with despatch to every quarter. Everything appeared to have been done to make the Daily Paper a huge success. On the first day of publication there was hardly a person to be found in England who was not eager to see the new venture.

But just at one vital point there was a weakness. It was not because the paper was not admirably conceived and ably edited, for it was both. It was not because it lacked advertising patronage, for of this it had a full portion. The difficulty was in the realm of the mechanical. The capacity of the presses was not sufficient to cover the needs of the occasion. There were breakdowns, and the first issue of the new paper could not be sent out to meet requirements. Contracts were accordingly broken, and the Daily Paper never recovered from this initial set-back.

* * *

In August we purpose publishing our "coming-of-age" number.

* * *

REPUTATION.

A GOOD reputation is a splendid asset for any business man. It costs little to procure; it is worth much to retain. Any merchant can gain it, if he starts soon enough. All that is necessary is persistence. Once the standard of excellence is set, a continuous adherence to it inevitably brings a good reputation sooner or later.

Take a list of the stores in any town and it will be found that the places of business of which the townspeople are proud, are the stores with good reputations. Why is it that in the larger cities there are a few stores left, which have not succumbed to the the inroads of the

department stores? It is because they have been sustained by their good reputations.

It is true that human nature likes variety. This is the reason for the restless rushing from store to store. Still it will be found that this frenzied rush is merely for novelties. The staple necessities of life are usually procured from one or other store of repute. The housewife comes to realize that she can rely on a certain merchant for her supply of a certain line of goods, and she sticks to him through thick and thin. If he prove unreliable the connection breaks. The continuance of the relationship depends on the maintenance of a good reputation on the merchant's part.

* * *

When writing to advertisers, do us a good turn by mentioning Bookseller and Stationer.

* * *

THE AVERAGE FIELD.

IS it true that some parts of Canada are over-served in the matter of newspapers? For instance, have British Columbia, with its population of 200,000, and Manitoba with its population of 350,000, got too many newspapers? In the former there is a newspaper for every 2,898 people, and in the latter one for every 3,333 people.

When we consider the number of children and illiterate persons who never read newspapers, and the number of poor people who never buy them, it is apparent that the average newspaper has but a small field in which to circulate.

Figures for Ontario are almost as low as for Manitoba, being one paper for every 3,729 persons. The Territories have one paper for every 4,545 inhabitants; Nova Scotia one for every 5,679; Prince Edward Island one for every 6,476 persons; New Brunswick one for every 6,320, and Quebec one for every 12,938.

* * *

Persuade yourself of the merits of your goods first It will be easy then to persuade others.

* * *

THE FISH POND.

ONE of the novel, yet effective, innovations noticed in a Montreal stationery store this month, to push the sale of the numerous accessories in the stationery line, is in the form of an elaborate display stand, distinguished by the alluring Summer title "The Fish Pond." The stand is about three feet high and ten feet long, closely resembling the dry goods notion counter affair. It contains four graduated rows of bins, each row having ten receptacles. In these, pens, pencils, rubbers, etc., etc., are separately arranged, each bin containing a line at one price. The range of prices varies from 1c. to 40c., and the price is plainly marked at the back.

Pilfering is avoided by an attendant salesperson, and sales are said to have been effected which ordinarily would not occur. Showing the goods is nowadays an accepted modern business policy. The idea might well be utilized in a modified form by even improvising a home-made stand approximating this form in an acceptable size.

* * *

He who paddles his own canoe is independent of the "pull" friends may extend him.

* * *

QUEBEC'S COMMERCIAL TAX.

MUCH misunderstanding and unfavorable comment is resulting from the recently adopted law assessing travelers of foreign houses doing business in the Province of Quebec the sum of $300 annually. A large number of Canadian manufacturers and wholesalers are according to Mr. J. F. Stewart, of the Manufacturers' Association, still under the impression that the tax applies to them. A strict reading of the wording of the Act would consider residents of other provinces in Canada to be foreigners in Quebec, but the Quebec law-makers are not interpretating the Act so closely, and Canadians are, therefore, not liable to the tax as it is being at present enforced. In this respect, Quebec is more friendly to her sister provinces than British Columbia, whose tax of $50 semi-annually is imposed on Canadians as well as "foreigners."

In the United States the impression also seems to be held by many that the new law is a piece of Dominion legislation. An item emanating from the Boston News Bureau, headed "Canada's New Business Tax," is being copied extensively throughout the east. It reads as follows:

"Boston commercial travelers en route from Toronto to Montreal were surprised to learn that if they went farther east they would be subject to a new tax of $300 as representatives of commercial houses having no place of business in Canada.

"The law became effective Wednesday last and the penalty is very severe; ranging from $500 to $1,000. The Boston men immediately returned home after notifying their customers in the Province of Quebec that they must send their orders direct to the home office or arrange a meeting at Toronto or elsewhere in Ontario."

The feeling of American commercial men on the subject can be judged by an extract from a letter sent by a large association of manufacturers in the United States to the Canadian Manufacturers' Association, as follows:

"This would appear to be a matter for Dominion legislation, and not for that of a province, seeing that it is to some extent an interference with international trade. It is conceivable that if it is constitutionally correct for one province to pass legislation of this kind, others could do the same, and might perhaps place the license at so high a figure as to absolutely prevent any traveler from Europe or the States soliciting business in Canada, if that should be the object."

Little has been heard from Great Britain as yet, but it is certain that the commercial press there will strongly condemn Quebec's action as tending to destroy imperialistic sentiment and as being altogether out of harmony with the friendly commercial feeling between Canada and the Mother Country, which has been developed during the past few years.

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FINANCE

FRATERNAL life insurance companies have been coming in for much severe criticism recently at the hands of financial journals and experts. The rates which have been in force in most cases have been entirely inadequate. Actuaries were apparently neglected in striking a rate which would be sufficient to meet the death claims as they fell due. Sane life insurance is based on pay for other men's mistakes, practically no one would come in at what was then an exorbitant rate. As a matter of fact, most of the fraternal companies have not raised their rates to meet the requirements, but have gone on blindly trusting to pay the claims out of the fees from new members. At best, this device can only stand off the enevitable a short time. When the mass of men who entered the company some years ago as young men reach the age where life is insecure, and begin dropping off in increasing numbers, the sinking funds will disappear with disastrous rapidity. An authoritative English financial paper recently reckoned that one Canadian fraternal society, which had a surplus of about six million dollars, in reality should have shown a rest fund of over fifty million dollars to secure its liabilities. The prospect is ominous when these liabilities shall become pressing.

* * *

The increase in investment is the most remarkable feature of the report. It far exceeds that of the United States when account is taken of the difference in populationtion. At the present rate of development it will not be many years till the whole country is honeycombed with steel rails. The Grand Trunk Pacific is one of the greatest enterprises ever undertaken on the continent. A line is being pushed up towards James Bay, to connect with that great waterway. In the far west the whole development of the mineral resources is waiting on an increase of railway facilities. To meet this the C.P.R. and the Great Northern are vieing with each other to see one absolute principle, that the average man shall pay in enough to cover his claim, with an additional percentage for expenses, etc. This is the only common-sense theory of insurance. If this has not been done, arguments based on the number of members and the increase of business are deceptive. There is no strength in numbers where each member is a losing proposition. If the rates have been fixed so low that the average man in his lifetime does not pay as much as his beneficiaries will receive, then the more the members, the bigger will be the crash.

* * *

Changes consequent upon the death of Geo. Gooderham have taken place in the Canada Permanent Mortgage Corporation. W. H. Beatty has been elected president; W. G. Gooderham, first vice-president, and W. D. Matthews, second vice-president. Mr. J. Herbert Mason, managing director, has retired from the general management, and was appointed chairman of the board of directors, in which position he will still have a general supervision of the affairs of the corporation. Mr. Mason, in his connection with the Canada Permanent has become widely known in the commercial life of the country. He has been with the present company now from its inception, fifty years ago. He has also been connected with the Canada Land Law Amendment Association, and the Ontario Land Mortgage Companies Association.

The Barber & Ellis Co'y Limited

TORONTO Factory: BRANTFORD

OUR ENVELOPE FACTORY IS NOW
IN COMPLETE RUNNING ORDER.

We are making seven different sizes of COIN ENVELOPES. :: ::

Also PENCE, two sizes of DRUG, and PAY ENVELOPES. :: :: ::

PRICES LOWER THAN EVER.
SAMPLES ON APPLICATION.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - - $3,500,000

HEAD OFFICE : TORONTO, CANADA

HON. GEO. A. COX, Pres. **B. E. WALKER,** General-Manager.

LONDON, ENG., 60 Lombard St., E.C. S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. P. Walker, Agents.

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The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

LEWIS & CLARK CENTENNIAL EXPOSITION

PORTLAND, ORE.

This Bank having its own branch at Portland, Ore., is able to offer special facilities to visitors to the Lewis & Clark Centennial Exposition. Branches at San Francisco, Seattle, Vancouver, Victoria and other points on the Pacific coast.

Money Orders, Drafts and Traveller's Letters of Credit issued payable at any of these places.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

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W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.	Capital -	$1,500,000.00
	Assets, over - -	3,300,000.00
	Annual Income -	3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,043,678.59.

LOSSES PAID SINCE ORGANIZATION, $25,868,544.80

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director.
P. H. SIMS, Secretary.



THE

UNDERWOOD

The Writing-in-Light Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO *and at* **99 ST. FRANCIS XAVIER STREET, MONTREAL**

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

The Achievement of Success

DEPENDS UPON THE

Goodness and Quality of the Invention

The Merits of Our Goods are above All Others.



The excellence of Our Carbons and Typewriter Ribbons has made our wonderful success.

Each Brand of Ribbons and Carbons is Distinct and Original. That they are so recognized is shown by the many efforts made to imitate them. Beware of the imitations.

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

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Stewart Bldg., 280 Broadway
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108 La Salle Street.
LONDON, 4 Queen Street.
PARIS, 21 Rue Du Temple.

LEADING CANADIAN STORES

CLOKE & SON, HAMILTON.

IT is just a year ago this month since Cloke & Son moved into the splendid large store now occupied by them at 16 King street west, Hamilton. There are few stores in Canada in the book and stationery trade that are as large and as well equipped as this Hamilton store. Both exterior and interior present pictures of stability and worth that give the store a reputation for high-class trade.

As may be gathered from the accompanying illustration of the exterior, the building consists of four stories and basement, all of which are occupied by the firm. The building has a frontage of 24 feet and extends back 86 feet. It is built of stone, is provided with ample lighting facilities in the way of prism glass, both front and rear, and is fitted with hardwood floors throughout. A passenger elevator near the rear gives access to the various floors.



Main Floor of Cloke & Son's Store at Hamilton.

The ground floor, of which an illustration is supplied, contains the general book and stationery stock. There are counters on both sides and display stands and tables at convenient intervals. A specialty is made of bibles, hymn and prayer books and standard works in leather bindings. These are carefully displayed in glass-covered shelves. Sliding shelves in the fixtures afford a convenience to the shopper which few stores can offer. Paper cover novels in cheap editions and picture post cards in large variety attest the up-to-dateness of the firm.

On the first floor is located the wall paper department in charge of Mr. Macpherson. A large stock of high-grade papers is carried here, and there are excellent arrangements for showing the goods. The lighting is excellent. Towards the rear of this floor, Cloke & Son have located a long glass-covered wall showcase, in which are stocked lines of small leather goods, such as purses, hand bags, etc. Reflecting electric lights in the case set these goods off to excellent advantage. On this floor there is also a department devoted to books suitable for Sunday school libraries. The purchasing committee can here make their selection in comfort. At the rear is the private office of Mr. J. G. Cloke.

On the second floor is to be found the department devoted to the bulkier lines of leather goods and trunks. An excellent business in these lines has been built up in the past year. The third floor is filled with general surplus stock. In the basement is to be found the stock of slates, inks, crayons, wrapping papers and other heavy stationery.

The firm of Cloke & Son is composed of Mr. J. G. Cloke and Mr. Fred. Cloke. Mr. Cloke, sr., has been in the trade in Hamilton from boyhood. He originally began business with Eastwood & Co., and after a time was

HOTEL DIRECTORY.

NEIL McCARNEY, Prop. W. C. McCARNEY, Manager

THE PROVINCIAL

Leading Commercial Hotel. GANANOQUE, ONT
Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND

O. F. BAKER, Prop. GALT, ONT
First-class accommodation for Commercial Men.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city, within one minute from Post and Telegraph Offices, Tram Junction and principal clubs. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board $12 to $14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(Corner of Main and Lamaha Streets, GEORGETOWN, DEMARARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. Cottam.

WINTER RESORT - Queen's Park Hotel.

PORT OF SPAIN, TRINIDAD, B.W.I.

John McEwen, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co., 29 Broadway, New York.

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By J. Angus MacDonald

A volume of 400 pages packed full of good stuff for advertisers. Price $2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO. LIMITED, TORONTO.

THE TELEPHONE

Is a companion, friend and servant combined
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

taken into partnership. On the death of Mr. Eastwood and the consequent dissolution of the firm, he started into business on his own account, leasing a store on James street, south of King street. At the time this was considered a dangerous move, because no retail store had ever been opened so far south. But time showed the wisdom of Mr. Cloke's choice, and the business grew to such an extent that the store was found inadequate to accommodate the holiday trade of 1903. This led to the leasing of the present commodious building on King street.

Mr. Fred. Cloke has been his father's right-hand man for several years and on the occasion of the move last year, he was admitted to partnership.

During the year business has been highly satisfactory.



Exterior of the Store.

Only the best trade is catered to and Mr. Cloke makes it a point to handle only high-grade goods. A glance over his bookshelves and at his stationery, leather goods and wall paper stocks demonstrates this clearly.

MARK TWAIN'S TYPEWRITER.

MARK TWAIN was one of the early users of the typewriter. Few who have enjoyed "The Adventures of Tom Sawyer" know that it was the first book for which the manuscript was typewritten. This was in 1874. In those days the typewriter was a curiosity and so was its owner—so much so that Mr. Clements, in a letter written to the Remingtons in 1875, called the machine "this curiosity breeding little joker." Nowadays, says Mark Twain, it's the other way about—the people who haven't one are the curiosities.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East, - - Toronto, Canada.

This Space $15 a Year

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, K.C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MABEE
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel. Main 3813. - - - - - Toronto, Ont.

IRWIN & JONES, Barristers, etc.
H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, B.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co.
24 King St. W., Toronto. Weston, Ont.

W. G. WILSON
Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

MEWBURN & AMBROSE
Barristers, Solicitors, etc.
S. C. Mewburn, E. H. Ambrose,
Hamilton, Ont.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson. John R. Green.
Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

LOUGHEED & BENNETT,
Barristers, Solicitors, Advocates, etc.
Calgary, Can. Cables: Lougheed, Calgary
Solicitors for: Bank of Montreal. Canadian Bank of Commerce, Bank of Nova Scotia. Merchants' Bank of Canada.

This space $30 per year.

Xmas Papeteries and Games

READY JULY 15th.

Don't order until you see our line. Something new and novel.

Order your Fall School Supplies now.

G. A. Weese & Son, 44 Yonge St., Toronto

W. G. MACFARLANE

PUBLISHER SOUVENIR VIEW BOOKS and PICTURE POST CARDS

72 Bay Street, :: :: TORONTO

Luxotype Post Cards, 3,000 of a subject at $6.50 per thousand; 2,000 of a subject at $7.50 per thousand. Half tone post cards, 1,000 of a subject, at $5.50 per thousand. Editions of Souvenir Books at $90.00 up. Send for quotations. Comic and Fancy Post Cards, Burnt Leather Novelties, Post Card Albums. Christmas Cards, etc. Send for Catalogue.

DEALERS ARE INVITED TO VISIT OUR SALESROOMS.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
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Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms	100 Clippings,	$ 5.00
	250 "	12.00
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We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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No. 274, $3.50 list per doz.

Carter's Photolibrary Paste

possesses exceptional purity and adhesive power. It is pure white, clean, and quick to stick. The paste is put up in various styles of jars and bottles adapted to all requirements.

The **IDEAL WATERWELL JAR** are the best for office use. The wall of the waterwell is comparatively thin (though strong), leaving a much larger net capacity for the paste.



No. 153½, $3.50 list per doz.

For Photographers' Use, the Photolibrary is put up in special wide-mouth jars. Such are Nos. 153½, 154½ and the quarts and pints.

THE CARTER'S INK COMPANY, Boston, New York, Chicago, Montreal.

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

TRADE R MARK. **C. F. RUMPP & SONS** Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
683 and 685 BROADWAY.

CHICAGO SALESROOM:
35 RANDOLPH ST.



DRESSING CASES

Summer Correspondence

on

LINGERIE NOTE

A linen-finished paper, delightful to write on and easy to sell. Made in two sizes: Salisbury, 5⅛ x 6½; Regina, 4¼ x 5⅞. Colors: White, Light Blue, Dark Blue, Grey, Heliotrope. Envelopes to match. Have you a supply for summer trade?

The Copp, Clark Co. Limited

Toronto

Illustrated Post Card Co.

185 St. James St., - MONTREAL.

ALWAYS NOVELTIES IN ABUNDANCE

A FEW OF OUR LINES:

Leather (Handburned) $5.00 per hundred;
Leather Soles $5.50;
Comics 75c. up;
Views from coast to coast $7.50 per thousand;
Bromos, Chromos, Love Series, Elements, Valentines, D. and S. Series and hundred other lines; also
Special Views in black and colors at lowest prices.

NO COMPETITION

Stock for the Coming School Season

Water Color Crayons



Mf'd by THE AMERICAN CRAYON CO.

Now being much used, and have been adopted for use in Toronto schools.

Rich colors and may be used wet or dry, producing other colors by mixing.

Don't fail to secure this trade in your district.

ALL WHOLESALE HOUSES CAN SUPPLY.

Maker's representative:
A. J. McCRAE, Toronto.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor"

AMONG the new goods now in stock at Warwick Bros. & Rutter, Limited, may be mentioned a mucilage pot, the "Ideal," with nickel top, to retail at 25c.; board clips with nickel clamps, note, letter and foolscap sizes to retail at 25 and 35c.; the Weber noiseless and dustless erasers, which are said never to wear out, and the Perfection erasers; the Queen board office file, similar to the Shannon file with arch, index and cover, to retail at 50c. An extensive selection of new glasses in stock.

* * *

The Copp, Clark Co., Limited, are hard at work keeping up with the demand for scribblers and exercise books. Besides their regular lines, such as Dominion, Britannia, Birchbark and Mapleleaf, they are bringing out a number of new effects. Hawthorn, Hollyhock, North Star, Moss Rose, and Long Service, are all appropriately designed in fancy colors. MSS. is a plain effect; Carbon a white effect on carbon paper, and Scotch Grey a mottled effect on Scotch grey paper.

* * *

A few years ago there was only a very small demand for Duplex or opaque envelopes. It has been growing rapidly since then, however, and W. J. Gage & Co. report an ever increasing sale for them. They have just added to their envelope list two new numbers of Duplex in a medium and heavy weight, which excel in value anything they have manufactured as yet.

* * *

Amongst the new lines on the sample counter at the Brown Bros., Limited, are some lines of inkstands which should receive the attention of buyers of stationery. They are made of solid oak and are of golden antique, and wax finish. The ink holders are of solid cut glass, the pin tray and pen brush holder of black composition, and the handles of solid brass. The stands are made in various sizes.

* * *

Warwick Bros. & Rutter, Limited, have been doing up visiting cards in a neat way lately. The cards are enclosed in a green leatherette box, stamped in gold, and inside the cover they have printed the name of the dealer to whom the cards have been consigned. They follow this plan of printing dealers' names on goods in many cases, much to the satisfaction of retailers.

* * *

At present The Copp, Clark Co., Limited, are giving a good deal of attention to papeteries. Among the new lines to be ready for Fall trade are Yuletide and Norwood, two very tasty designs. The first, of course, has a Christmas effect, and the second is patterned after the style of Beaumaries, one of the company's other papeteries.

* * *

A popular-priced box calender of grained oak design is being offered by the Brown Bros., Limited.

* * *

The Victorian carbon paper which Warwick Bros. & Rutter, Limited, show, packed in attractive boxes, is a high grade paper at a medium price. There are a dozen sheets enclosed in each oiled safety envelope, and the colors are blue, black and purple.

* * *

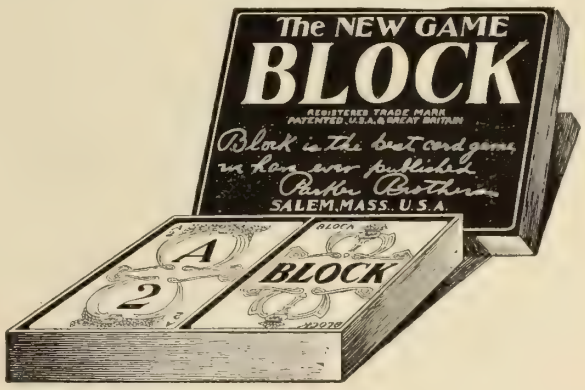
In writing pads The Copp, Clark Co., Limited, are centering their attention on Onion Skin and Fine Linen Lawn pads. I was shown samples of both of these. Onion Skin is put up in 8vo. and 4to. sizes. Fine Linen Lawn is put up in Salisbury size with the flyleaf as a feature. Both pads have ornamental covers.

* * *

A new scribbler design that promises to be very popular this season is the "Air Ship," a line gotten out by Buntin, Gillies & Co., Limited. They report the sale of this one line as being exceedingly large.

* * *

"Block" is the latest game. It is a bright, fascinating game of extraordinary merit, and requiring skill in



playing. It is carried in stock by W. J. Gage & Co., in two styles. The plain retails at 50c., and the club edition at 75c. The trade should be prepared for the demand, as it will be largely advertised.

* * *

A carload of Arnold's inks is just to hand at the warehouse of Warwick Bros. & Rutter, Limited, Toronto. The shipment includes writing, copying and ledger red inks in four sizes. The corks are made on a new plan, ensuring an airtight covering and easy emptying. A novelty is the traveler's fountain pen filler, which is ink bottle and glass filler combined, encased in a yellow wooden box, fitted with a tight-fitting cover.

* * *

Office diaries for 1906 are now being stocked at the warehouse of The Copp, Clark Co., Limited, as fast as they come from the factory.

* * *

W. J. Gage & Co., Toronto, have added another line to their Holland linen series of stationery, viz., two sizes of ladies' tablets, No. 321 octavo size, and No. 323 Oxford size. Both of these are made with the sheet opened out flat, which permits them to be written on in

several ways, and they retail at the popular price of 25c. They are a timely addition to this most popular line of correspondence stationery.

* * *

Buntin, Gillies & Co., Limited, Hamilton, have lately begun putting up some of their note papers, such as Dutch, Fabrik, etc., in paper wrappers, as well as in boxes, thereby saving the retail dealer considerable on the cost of each ream. This, however, can not be done on orders of less than ten reams of paper of one kind and color. This way of packing has proven very popular with those that have tried it, and intending buyers should write regarding this.

* * *

Now is the time when pocket magnifying glasses come in handy for botanical and other researches. Warwick Bros. & Rutter, Limited, have a good supply.

* * *

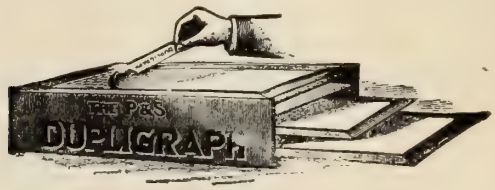
School supplies are going out rapidly. The Copp, Clark Co., Limited, have some novelties in imported lines of pencil boxes, crayons, paints, and school bags, that are worth consideration.

* * *

Buntin, Gillies & Co., Limited, Hamilton, have just issued a small catalogue of school supplies that will be found very useful to buyers when placing orders.

* * *

A line which will appeal to all stationers having a connection with business houses is the Dupligraph, a machine for reproducing copies from type or pen-written originals. The process consists of writing on ordinary paper and reverting the original on a secret composition;



no stencil, wax paper, roller, etc., is needed. The machine is the invention of a Canadian and is being manufactured by Penman & Sprang, Yonge street Arcade, Toronto, who will be glad to furnish particulars to any readers of Bookseller and Stationer.

* * *

The brochure issued by C. F. Rumpp & Sons, Philadelphia, is a beautiful piece of work. It is gotten up in folder style, imitation leather cover, the letterpress being printed in brown on a super-calendered stock. Some excellent half-tones are used, but the most striking parts are the two centre pages. These pages illustrate the company's art leather goods, tastily arranged, and printed in three colors. This brochure is worth keeping as a souvenir.

* * *

"Ocean to Ocean" playing cards should sell now that the Summer season is here in earnest. Tourists at summering places have a great liking for these souvenirs. Buntin, Gillies & Co., Limited, have a good stock on hand.

COMPREHENSIVE CATALOGUE.

PAPER covered books are great money-bringers. They sell all the year round, while there is a certain class of people who never purchase any other kind of book. In railway trains, or on steamboats, they are always more convenient to carry about than cloth books, which belong more properly to the library or the home.

For the convenience of dealers who handle paper covered books, W. E. Price, 24-26 East 21st street, New York, has issued a catalogue in which are listed all paper covered books now in print in the United States. There are nearly 300 pages in the book, which is a half-leather bound octavo volume, and sells at $5 net. The publishers claim that no other catalogue, or combination of catalogues, covers the field so thoroughly.

STATIONERY FOR SUMMER HOUSES.

THE newest and smartest stationery for country houses this season, says a writer in Geyer's Stationer, has a pictorial decoration which a year or so ago would have been thought astonishingly bad taste. At least, this is the conclusion of the society editor of the Evening Telegram. That much of polite form in fashion is really prejudice seems to be proven in this instance by the fact that the new designs for writing paper are as attractive as can be, and do not seem outre even at first glance, notwithstanding the fact that in the right-hand corner is engraved the name of the country house, and in the left-hand corner are to be seen a tiny railway locomotive and train of cars. Underneath this are the tops of several telegraph poles with their crossed wires, and below these again, a tiny telephone receiver. Next to the railroad train is engraved in very small letters the name of the local station; next the telegraph wires one reads the name of the place where dispatches must be received; next to the tiny telephone is engraved its call number. Each sheet of notepaper is thus really a guide to communication with one's out-of-town friends.

On some of the country stationery a few wee engraved envelopes to represent letters take the place of the pictured telegraph wires, and beside them is indicated the name of the rural post office.

Each of these tiny gravures is so carefully reproduced that the effect is quite charming, besides being a distinct novelty. The designs are made by one of the smartest stationers in town.

Some new letter paper for town houses has the address at the middle of the top and beneath that the telephone number, as follows :

Forty-one East Ninetieth Street
Telephone, six hundred Plaza

There is no punctuation at the end of either line, and the second line is in smaller letters. Monograms and crests are now placed directly in the centre, near the top of the sheet.

The custom, once popular, of stamping on the back of the letter paper, no longer is in vogue.

Cipher monograms have changed but little. There are fewer empire wreaths and festoon effects, for these were copied too generally to please the smart stationers. Some of the new dies are square with a tiny beveled edge, the cipher and edge being in gilt or silver and the open space of the square illumined by hand in blue or yellow, scarlet or green, as one pleases.

The pictorial dies which are made for the country houses are very expensive, costing from fifteen to twenty dollars. Some of the town folk, too, have adopted the little engraved telephone receiver as an embellishment to their note paper, and where it is used one finds it at the left-hand corner with the number under it or next to it, the words, "telephone" and "number," by the way, being then omitted. For instance, the little telephone figure is shown, and beneath it is engraved :

Four-Thirty Gramercy.

On the right-hand upper side one will find the house address, written out similarly.

Figures are not used in house addresses; unless the space must actually be economized the number is spelled out in letters.

When the telephone die is used in the left-hand corner, the right-hand space is given up to the address, which is lettered in full, no figures being employed and no punctuation.

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL



A.W.FABER'S

In Assortments Gross Packages



PURE RUBBER BANDS

or by the Pound

FOR SALE BY ALL STATIONERS

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.

See Classified List of Advertisements on Last Page.

WALL PAPER

SAMPLES of wall paper lines for 1906 are now before the trade, and in beauty of design and fineness of coloring they far excel anything which has been attempted before by Canadian manufacturers. A mere glance at some of the large variety shows conclusively that the wall papers which are now being offered to the public by Canadian manufacturers are fully up to the standard of the best product of the American mills. The local wall paper manufacturers have been gradually crowding out the American papers, and it would seem that this year, with a large and better display of patterns and increased facilities for making prompt deliveries, importations of foreign papers would reach a minimum. In 1903 the total imports were $217,734. In 1904 these were reduced to $188,330. On the other hand, our exports of wall papers have steadily increased, having risen from $26,769, in 1902, to $49,862, in 1904. Considering the large bulk of the paper-hanging business, its tranference to Canadian hands is a matter of congratulation. At no time have the local mills been able to turn out such varied and high-grade papers as now, and with these advantages the progress of the business should be assured.

The New Designs.

A striking feature of the new samples is the return to the simpler, more delicate colorings and patterns. After the richness and wealth of flowers and foliage which characterized the papers of the present year, the change is decidedly agreeable. The whole display is marked by pleasing and artistic effects, and the demand for the better grade wall papers should be proportionately increased.

Brown is the color which is most shown. The fashion for this color has been running through the whole field of dress and art, and its adoption in decorative wall coverings is only the natural outcome of this condition. The designs which have been worked out in different tones of this color show the utmost originality of conception and beauty of development. They lend themselves readily to artistic schemes of decoration, being especially effective in silk stripes and heraldic designs.

Not that it is going to be an exclusive brown season; on the contrary, there is a great variety of colors in the manufacturers' assortment. Besides the reds and pinks which enter into the floral patterns, and there will always be an abundance of these, there are many artistic patterns in green. For dining-room decoration, too, the rich reds are shown, and will undoubtedly have a strong season again. Warm colors are particularly desirable for living rooms, and no treatment has been found so cheerful and homelike as schemes into which red enters as an important part. In choosing wall paper consideration has to be given to the purpose to which the room is to be put. The decoration of a dining-room is not similar to that of a drawing-room.

Silk Stripes.

Prominent among the features of the new samples are the silk stripes, which have been greatly improved and developed over previous efforts. This class of treatment gives an unusual richness to the paper, particularly in the embossed work. The artistic effect of the upper third treatment can be accomplished admirably with this paper.



No. 554.—**Landscape Frieze.** The Watson, Foster Co., Limited.

A very beautiful and realistic effect in scenic decoration, matches all ingrain shades, a variety of stripe papers, and, in fact, may be used in anything of self or match coloring.

Never before has such a strong effort been made to make artistic decoration possible. Matching all the patterns, plain papers may be had to use on the upper third. The superiority of this as a treatment for wall coverings is now recognized among experts on art decoration. The recognition of this principle by the manufacturers will aid in the sale of good paper. The object of manufacturer and dealer alike, should be the cultivation of the public to the use of a higher class of wall paper. The only way to do this is by suggesting lines of decoration. People are quick to adopt anything which will improve the appearance of their rooms, and it should be the work of the dealers to develop this decorative and artistic feeling in the public.

Heraldic Designs.

Heraldic designs will play a prominent part in the wall paper business of the next year. There is a distinctiveness about the patterns which appeals to a larger class of buyers. The designs are worked out in brown, gold and silver, and make a striking and attractive wall covering. With these, too, are supplied plain papers to complete the upper third of the room.

WALL PAPERS

OUR SALESMEN ARE OUT

We are so confident that the STAUNTON line of Wall Papers for 1906 is the best you will see that we covet for it comparison with as many lines as you please to look at.

We can afford to trust that your good judgment will give STAUNTONS the order.

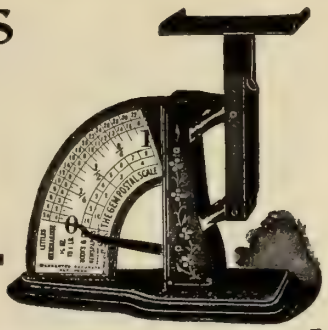
The goods merit it. See our salesman.

STAUNTONS LIMITED

MANUFACTURERS

TORONTO

TWO POINTS ON THE POINTER



THE POINTER ON THE TRINER SCALE STARTS AT THE BOTTOM BECAUSE IT IS IN THE NATURAL RANGE OF VISION, AND WHEN THE ARTICLE TO BE WEIGHED EXTENDS OVER THE PLATFORM NO STOOPING IS REQUIRED TO SEE THE WEIGHT RECORDED.

THE POINTER ON TRINER SCALES IS A PART OF THE STEEL RECORDING BAR TAPERED DOWN TO A FINE POINT. IT IS STRONG AND CANNOT BE BROKEN OFF IN SHIPMENT OR THE ROUGH HANDLING OF EVERY-DAY USE. A SCALE, LIKE EVERYTHING ELSE, IS ONLY AS STRONG AS ITS WEAKEST POINT.

ABSOLUTELY ACCURATE THE BEST MADE

ORDER THROUGH YOUR JOBBER

CATALOGUE ON REQUEST

THE TRINER SCALE AND MFG. CO.

128-130 S. Clinton St., CHICAGO

WHAT ARE YOU

in business for ?

To make money like the rest of us ?

WELL,

you can make more money selling

"JAPANESE"

BRAND

WRITING INKS and MUCILAGE

than any other high-class brand

Write us and we'll show you.

MADE IN CANADA.

THE COLONIAL INK CO.

LIMITED

PETERBOROUGH, CANADA.

Scenic Borders.

For borders some fine scenic effects are worked out. Woodland scenes combine the simplicity, which is desirable, with a wealth and variety of detail. Patterns somewhat similar in idea were seen this year, but the development of this conception in the papers for next year excels in fineness of coloring and design even the best efforts of last year.

1906 WALL PAPERS.

PROGRESS in wall paper manufacturing is shown in some notable instances this year. The lines which the Watson, Foster Co. are offering for the 1906 season show great advances in the character of design of the better goods. They say the time has come to cater to the pronounced demand for really artistic and progressive pattern effects of the Kensington, London studio and German styles. These, produced in correct color contrasts, it is believed will go far to displace much of similar imported papers. Tapestries, also, are a very special feature. Experts who have already seen the fruit tapestry, No. 553 (illustrated in this issue), admit that no German colorings yet imported are superior, if even equal. A woodland pattern also shown is good, the frieze and hanging can be separately used in various ways with pronounced effect. But though the better end is specially good, the low and medium grades are none the less attractive in their way. Every possible kind of demand has been catered to, and those dealers who know the profitable value of bright, clean, dainty chamber patterns, minute floral and herring-bone stripes with garland friezes, and for heavier work, rich self-colored patterns on velours and pulps, with small design fillers to match, will find much to interest them commercially and artistically. The line contains about twenty more patterns than before.



No. 553.—**Fruit Tapestry.** The Watson, Foster Co., Limited.
A fine example of its class treated in absolutely correct coloring. It is a very special and artistic decoration and is a new development in this country.

A CANADIAN WALL PAPER LINE.

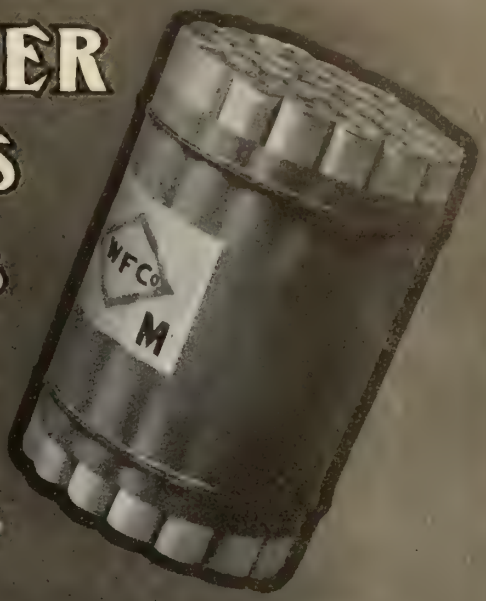
A REVIEW of the samples of the Staunton line of new wall papers for the season of 1905-'06 proved quite a treat, and Bookseller and Stationer was much pleased with the general excellence of the collection, which is comprehensive, attractive and artistic. The low priced styles are pleasing in design, bright and snappy in coloring, and show careful attention to an endeavor to make them acceptable and serviceable. For kitchen is shown a good granite in several natural colorings, and a tile pattern that will make a record in selling qualities, as the design and the superior colorings are very good.

For bedrooms are shown a number of very pretty styles, really remarkably attractive goods for the price, while in the next better grade is shown a number of extremely bright florals in natural colors. Several patterns deserve special mention. One, a design showing a bunch of violets arranged in graceful freedom over a lace stripe, with a two-band border showing a festoon of violets on a drapery of lace. Another is a dainty floral in a stripe treatment, with a border so designed that it can be cut out or scalloped, which adds much to the beauty of the decoration. Another decorative paper shows sweet-pea blossoms carelessly yet artistically arranged; the colorings are particularly effective and enhanced by a water silk background. Each of these patterns is offered in several bright, cheerful colorings, every treatment being equally good, and in a variety to suit all tastes.

Halls and sitting-rooms are well provided for, even in the low priced goods, and the dealer certainly has a remarkably strong range of well proportioned hall designs with two-band borders in tapestry and textile effects to choose from, while for the sitting-room there is shown a collection of floral, classic or ornamental, patterns that are very complete. Many of the blanks are shown only in that grade, and the dealer can easily complete his general selection in better goods from exclusive patterns which are not repeated in the cheaper grades. Careful attention has apparently been given to make the offering of moderate priced papers adequate in variety and pattern, while the colorings include many of the novel treatments in background effects that heretofore have been brought out in high-class goods. The decorative value of a wall paper should determine its retail value, not the wholesale cost, and the showing of medium priced goods is really a leading feature.

A novelty in frieze decoration is a graceful floral festoon so drawn that it may be scalloped, which adds materially to its effectiveness when used with plain stripe and stencil hangings. This frieze has a special silk moire ceiling, and is also produced in a range of colorings to match silks, velours and ingrains.

WATSON-FOSTER WALL PAPERS Produce Results ARTISTIC AND PROFITABLE



DO NOT TRY TO KILL

YOUR COMPETITOR
BUT RATHER

EXCEL HIM

YOU CAN DO IT EASILY WITH

WATSON - FOSTER PAPERS.

OUR LINE FOR 1906

IS THE STRONGEST WE OR ANY ONE FACTORY HAVE YET OFFERED IN THIS MARKET. ITS GREAT VARIETY, COLOR EFFECT, PROGRESSIVE PATTERNS AND VALUE CAN ONLY BE APPRECIATED WHEN YOU

SEE IT

JULY

THE WATSON-FOSTER CO. LIMITED
MONTREAL
CANADA

PICTURE POST CARDS

EXTENSIVE CANADIAN LINE.

W. G. MACFARLANE, 72 Bay street, Toronto, has increased his line of souvenir books and picture post cards extensively this year. His book of "Canada from Ocean to Ocean" continues to have a large sale. His souvenir books of Halifax, Montreal, Quebec, Toronto, Hamilton, and other cities are very popular. He has ready a handsome new edition of Winnipeg to retail at 25c., 50c. and $1. The views were made from the very latest photographs, illustrating the new buildings in Winnipeg.

Many new subjects have been added to his line of post cards in colors and embossed. His Canadian line now numbers five or six hundred interesting subjects. These are carried in stock all the time. Mr. Little is covering the west for Mr. MacFarlane with souvenir books, picture post cards, import fancy and comic post cards, burnt leather novelties, post card albums, Christmas cards, etc., and is writing large orders.

Mr. MacFarlane has recently opened a branch office in the Coal and Iron Exchange Building, Buffalo, N.Y. Mr. R. F. Stetson is in charge of this office and is taking care of American orders.

READY FOR TOURIST TRADE.

Summer months conduce to active retailing, as every town has its quota of tourists anxious to drop a card to their friends. The Illustrated Post Card Co., 185 St. James street, Montreal, are fully aware of retailers' increased needs and their stock is complete in every detail. Numerous novelties have lately been added. Prices are characterized as unapproachable, and a trial order is earnestly solicited. Hand-burned leather cards, so much in demand, contain many new effects, and are offered at $5 per hundred. Complete scenic lines typical of Canada can be had at $7.50 per 1,000. In fact, everything in the picture post card line is included in their stock and prices are guaranteed right.

NOTES.

The Copp, Clark Co., Limited, have a full stock of the Davidson line of post cards, which includes an extensive variety of scenic and comic subjects. They have also comic Christmas cards done up in sets of one hundred assorted.

The series of souvenir books, now in the press at Warwick Bros. & Rutter, Limited, are the most pretentious effort in this line yet seen. The books are in three colors with attractive borders, and many Canadian cities and towns are covered.

Warwick Bros. & Rutter, Limited, have a night shift at work in their factory to hurry on the printing of their numerous lines of picture post cards and souvenir books. Nearly every one of their series of presses is engaged on this work at present and every effort is being made to supply the wants of the trade with expedition.

WINDOW DISPLAY LESSONS.

ONE of the immediate effects of the establishment of the L. E. Waterman Co., of Canada, Limited, in Montreal, is the high standard set in their unique and effective window displays from which retailers can gain many valuable suggestions, even if their windows do not afford the same chance for effective work. It is universally recognized now that buying any class of stationery is only one half of the transaction; the selling is the other half. And, in order to sell, the goods must be effectively and attractively displayed. The store must be attractive without and within, and store fixtures and equipment are not now regarded as an expense but as an investment.

In co-operation with Mr. H. VanDyne, Canadian manager for the Dennison Mfg. Co., Waterman's, 136 St. James street, Montreal, have during the past month by their window displays attracted a great deal of attention. The idea sought is to advertise the Ideal and thus benefit the retailer besides affording suggestions for imitation. The bottom of the window is of plain polished oak fronted by bevelled glass. Two of the unique displays stand out prominently. The first one contained as a centre a vase filled with life-like carnations of Dennison manufacture upon a centre-piece of their napkins. Upon the flooring on either side six pens and pencils were arranged, while suspended at an appropriate height just above these was a cluster effect made of cardboard and ribbons containing 36 pens, one being gold mounted and the other silver. This window was varied by having as the centre stellar attraction roses instead of carnations.

Retailers can always obtain from the Waterman people full particulars regarding window displays, and their co-operation is assured in every case. An education in window possibilities is here apparent.

PERSONAL AND TRADE NOTES.

Mr. W. H. Bone, of T. N. Hibben & Co., Vancouver, called recently on the trade in Toronto.

Mr. S. Bradley Gundy, manager of the Oxford Press, Toronto, is rusticating at Georgian Bay.

Recent callers on the Toronto trade were Messrs. Hay, of St. Thomas, and Mallagh, of Brantford.

Mr. S. E. Briggs, New York manager of Fleming H. Revell Co., spent some days in Toronto recently.

Mr. J. E. Robertson, manager of the Westminster Co., leaves shortly for his annual outing at Muskoka.

The Hammond Typewriter Co. have removed from Yonge street Arcade to 45 Adelaide street east, Toronto.

Mr. William Copp, of The Copp, Clark Co., Limited, Toronto, has left for a three weeks' vacation at Lake Massanoga.

The annual excursion of the manufactory of The Copp, Clark Co., Limited, was held on July 8. The trip was to Jackson's Point, and there were about 300 excursionists.

Mr. Wm. Foster Brown, the Montreal bookseller, is summering at St. Agathe des Monts. He has never fully recovered from his recent illness, and is taking a much needed rest.

Mr. E. M. Renouf, a prominent Montreal bookseller, Montreal, accompanied the Canadian artillery on their holiday trip the first of the month at Toronto and Niagara Falls.

A circular to the trade issued by the Copeland-Chatterson Co., Limited, Toronto, announces that the firm have dismissed from their employ Messrs. W. E. Trout,

F. Harcourt, W. S. Archibald and H. J. King, city travelers.

A caller at the Toronto office of Bookseller and Stationer last month was Mr. George Craven, the hustling representative of the Charles H. Elliott Co., Philadelphia. Mr. Craven reports an enormous number of inquiries for his firm's goods in Canada.

Another visitor at the Toronto office of Bookseller and Stationer last month was Mr. J. G. Cloke, of the firm of Cloke & Son, Hamilton. Mr. Cloke has been many years in the book business, and is the proprietor of one of Canada's finest stores in this line.

Business Systems, Limited, have been incorporated by Dominion charter with headquarters at Toronto, to manufacture, buy and sell all kinds of stationery, including bound books, carbon papers and typewriting machines, etc. The capital stock is $195,000.

J. and J. Sutherland, who opened a store in Woodstock, on April 8th, are delighted with the business there. They report that the Woodstock people are wide-awake and are good buyers with good taste. Trade in wedding stationery during June was excellent.

Ellams Duplicator Co. of Canada, Limited, have been incorporated at Montreal with a capital of $20,000, to manufacture and deal in carbon and all kinds of duplicating papers, typewriter ribbons, and other typewriting supplies, inks, stationery and office specialties, etc.

A company to be known as the Dominion School Supply Co., Limited, has been incorporated at Toronto, with a capital of forty thousand dollars, to manufacture, buy, sell and deal in school supplies and chemical apparatus. The provisional directors are George Dunham, J. C. Spencer and W. W. Hodgson.

Mr. John N. Marley, representing the L. E. Waterman Co., of Canada, Limited, narrowly escaped severe injury in a runaway while in Victoria, B.C. "John" writes from Revelstoke, B.C., that in his endeavor to hold fast to the reins two of his fingers were seriously wrenched. This was deciphered with much difficulty, as his fingers are not yet in shape.

Chas. F. Dawson, the Montreal stationer, has a unique method of pushing the Clip Cap, a protection to prevent fountain pens from falling out of any pocket. A neat vest, appropriately framed, displayed in the window, contained in an upper pocket fountain pens held by the Clip Cap. This forcibly illustrates the firmness and security of the grip. It is designed by the Waterman people.

The Rolla L. Crain Co., Limited, Ottawa, manufacturers of loose-leaf systems, have been granted supplementary letters patent increasing their capital stock to $100,000. The firm have found this move absolutely necessary owing to the increased demand for their goods. They have, during the past year, more than doubled their capacity, and now stand out in the forefront of manufacturers in Canada.

On June 10 a sheriff took charge of the business of the Frazer & Geyer Co., manufacturers of fountain pens, at 22 Thomas street, New York. The business was started in 1897 by the firm of Frazer & Geyer, who were succeeded in 1899 by the corporation. In March, 1904, the firm gave two chattel mortgages on its effects for $30,000, these also covering the assets of A. A. Waterman & Co., the firm's selling agents. The latter firm is now dissolved, but will be reorganized. It has no connection with the L. E. Waterman Co. whatever.

An interesting visitor last week at the Toronto office of Bookseller and Stationer was Mr. H. W. B. Douglas, head of the Douglas Co., Limited, Edmonton, Alta. Mr. Douglas is visiting Eastern Canada on a combined business and pleasure trip. He has been favorably impressed with the new wholesale houses in Toronto, and thinks the city very attractive. He reports that owing to increased business, his firm will shortly move into enlarged premises. The readers of Bookseller and Stationer will probably see photos of the new store reproduced in the Fall. Business in the west is pronounced to be good.

John Lane Co., The Bodley Head, is the full name of the incorporated publishing house in New York, formerly the American branch of the English house. Mr. Rutger Bleecker Jewett, the vice-president of the new company, is the managing director. Associated with him on the board of directors are: Mr. Spencer Trask, Mr. Robert W. DeForest, and Mr. Acosta Nichols. The new company will follow the general style of publications already associated with the name of the Bodley Head, and plan to extend and broaden the scope of the International Studio, which has already become established as the standard art magazine of the country.

General Leather Goods, Limited, is the name of a firm recently incorporated in Toronto for the manufacture of all kinds of leather goods. The factory of the firm is advantageously situated at 1183 Bathurst street, on the line of the C.P.R. and near the Niagara Power Co.'s lines. The plant of the firm has been running three months and the company has sufficient business on hand to warrant them in making a two-storey addition to their building, operations have already commenced. The firm manufacture ladies' and gentlemen's belts, razor strops, school bags, rug straps, skate straps, harness parts, halters, etc. The managing director is Mr. R. H. Cameron, who has had many years' practical experience in all branches of the business.

The TOPAZ PENCIL

As good as any at any price.
Better than any at the same price.

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Indelible Copying.

WRITE FOR SAMPLES TO

Warwick Bros. & Rutter, Limited

Wholesale Stationers, TORONTO.



"ROB ROY" PENS

HINKS, WELLS & CO. beg to draw attention to this new series of

TURNED-UP POINTED AND OTHER PENS,

made of the same materials, by the same tools, by the same process, and at the same works as the "**WAVERLEY**" Series of Pens, which HINKS, WELLS & CO. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Macniven & Cameron, Limited.

1s.6d. and Gross Boxes. **Sold by all STATIONERS.**

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during June, 1905.

A Courier of Fortune. By Arthur W. Marchmont. (Book.) McLeod & Allen, Toronto.

Norman Hazard; or, The Fur Trader's Story. By Henry Ross. (Book.) Henry Ross, Stanbridge East, Que.

Bank Legal Guide for England. (Book.) Colin C. McPhee, Montreal.

Lullaby. (Song.) Words by Tennyson. Music by Irenee Berge. The Rope Dancer. For Piano. (La Voltigeuse.) By Paul Wachs. Strong Son of God. (Song.) Words by Tennyson. Music by Irenee Berge. Come O'er the Sea. (Song.) Words by Thomas Moore. Music by Irenee Berge. The John Church Co., Cincinnati, Ohio.

A Classified Article List of Industrial Products for Canadian Buyers, 1905-6. (Book.) The Manufacturers' List Co., Montreal.

Handy Information Book. George Borland, Quebec, Que.

The Great Mogul. By Louis Tracy. Illustration by J. C. Chase. (Book.) McLeod & Allen, Toronto.

The Illustrated History of Winnipeg. Published in the Free Press, Winnipeg, Man. (Temporary Copyright.) George Bryce, Winnipeg.

Exercises Francais: Troisieme Serie. By H. H. Curtis and L. E. Lawless. (Book.) H. H. Curtis & L. E. Lawless, Montreal.

May, May, May. (Song.) Words and Music by Wesley Hamilton. Will Rossiter, Chicago, Illinois.

A Southern Dream. (Waltzes.) By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Penn.

Good Night, My Beautiful Star. (Song.) Words by Charles Jacobs. Music by Milton H. Kohn. Vandersloot Music Co., Williamsport, Penn.

The Palm Limited. (March and Two-Step.) By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Penn.

Illustrated Lectures by the Detroit Veterinary Dental College. Part II. (Book.) The Detroit Veterinary Dental College, Detroit, Michigan.

The Picket Line. (March and Two-Step.) By G. H. Wilder. Idyl. (Eidullion.) By W. O. Forsyth. Op. 14, No. 1. Evening Song. For piano. (Abendlied.) By W. O. Forsyth. Op. 14, No. 3. Sunset. For piano. (Sonnenuntergang.) By. W. O. Forsyth. Op. 14, No. 2. The John Church Co., Cincinnati, Ohio.

Sing Joyfully to God. (Medium voice.) Psalm 100. (99.) By Ludwig Bonvin. Op. 72. (Music.) M. M. Leidt, Toronto.

Syllabus of University Extension Lectures, 1905, on The Babylonian Period in Hebrew History. By Eber Crummy, B.Sc., D.D.; The Jewish Christian Church, St. Paul, and His Letter to the Galations, by Alex. J. Irwin, B.A., B.D.: Mediaeval Revivals, and The Sunday School Teacher, by Alfred E. Lavell, B.A. (Book.) Alfred Edward Lavell, Waterloo, Ont.

My Baby of the Bungalow. (Song.) Words by James O'Dea. Music by W. C. Powell. Jerome the Bogie Man. Words by William Jerome. Music by Jean Schwartz. There's Nothing doing in the Old, Old Town. Words by William Jerome. Music by Jean Schwartz. Pa is Rich, So Ma Don't Care. Words by William Jerome. Music by Jean Schwartz. What has the Night Time to do with the Girl. Words by William Jerome. Music by Jean Schwartz. Come and Take a Walk with Me. Words by William Jerome. Music by Jean Schwartz. Dear Old Dixie Land. Words by William Jerome. Music by Jean Schwartz. Albany. Words by William Jerome. Music by Jean Schwartz. Cindy-Kate. Words by William Jerome. Music by Jean Schwartz. Texas Dan. Words by William Jerome. Music by Jean Schwartz. In Dear Old Georgia. Words by Harry Williams. Music by Egbert Van Alstyne. Bright Eyes. (Good Bye.) Words by Harry H. Williams. Music by Egbert Van Alstyne. Line It Out McGinnity. Words by William Jerome. Music by Jean Schwartz. Birds of a Feather Flock Together. (Song.) Words by Harry H. Williams. Music by Stanley Crawford. Jerome H. Remick & Co., New York, N.Y.

Farewell, My Annabelle. March Song. Words and Music by W. R. Williams. Will Rossiter, Chicago.

A Nice Girl Could Do Wonders with Me. (Song.) Words and music by Wesley Hamilton. Will Rossiter, Chicago.

Parlons Francais. Par Joseph Dumais. (Livre.) Joseph Dumais, Montreal.

A Practical Treatise on the Office and Duties of Coroners in Ontario and the other Provinces, and the Territories, of Canada, and in the Colony of Newfoundland, etc. Fourth edition. By William Fuller Alves Boys, LL.B. The Carswell Co., Limited, Toronto.

First Meeting in Council of the Bishops of Ecclesiastical Province of Kingston, at Kingston, 25th April, 1905. (Photo.) Rev. Charles A. McWilliams, Kingston.

Sketches of Some Early Shefford Pioneers. (Book.) The Waterloo Public Library, Waterloo.

High School Chemistry. Revised Edition. By W. S. Ellis, B.A., B.Sc. The Copp, Clark Co., Limited, Toronto.

Crow's Nest Pass Coal Fields. By E. Jacobs. The Hastings (British Columbia) Syndicate, Limited, Nelson, B.C.

Home With the Milk in the Morning. (Song). Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Co., New York.

The Canadian Railway Act, 1903. (Annotated). By Angus MacMurchy and Shirley Denison. R. R. Cromarty, Toronto.

Business Map of Province of Quebec, 1905. By A. de Grandpre. A. de Grandpre, Montreal.

The Making of the Canadian West. By Rev. R. G. MacBeth, M.A. (Second Edition). William Briggs, Toronto.

The Canadian Annual Review of Public Affairs, 1904. By J. Castell Hopkins, F.S.S. The Annual Review Publishing Co., Limited, Toronto.

When I Dream of Thee. (Song). Words by William Hauser. Music by G. H. Wilder. The John Church Co., Cincinnati.

Practical and Theoretical Geometry. Part 1. By A. H. McDougall, B.A. (Book.) The Copp, Clark Co., Limited, Toronto.

An Act Respecting Pounds. By James Morrison Glenn, K.C., LL.B. (Book.) The Municipal World, Limited, St. Thomas.

Bagatelle, Answer To-Night. (Song.) Words and music by J. H. d'Arville. J. H. d'Arville, Hamilton.

Take Me to St. Joe, Joe! (Song.) Words and music by Geo. L. Spaulding. Will Rossiter, Chicago.

Trailing the Trail. (A Promenade March.) By Geo. L. Spaulding. Souvenir Sue. (A Souvenir Song.) Words by M. Murdoch Lind. Music by Geo. L. Spaulding. He Marched Away in the Gloaming—to the unknown dead of the war. (Song.) Words and music by Edmond Louis de Lestry. A Message of Love. (Waltzes.) By Chas. B. Brown. The Coons' Paradise. (An African Intermezzo.) By Samuel Hershfield. Policy King. (A Ragology Two-Step.) By Chas. B. Brown. Will Rossiter, Chicago.

My Lady of Kentucky. (Song.) Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Co., New York.

Chloroform. Words and music by J. May. The Delmar Music Co., Montreal.

The Story of Colborne Lodge. (Book.) Ryrie Brothers, Limited, Toronto.

The Gallant Black Watch. (A March and Two-Step in Scotch Style.) For band. By Bert L. Billings. Whaley, Royce & Co., Limited, Toronto.

View on Renfrew Street, looking west. Pembroke. (Photo.) Indian River. (Photo.) Convent of Mary Immaculate, Pembroke. View on Renfrew Street; Bishop's Palace, Convent and Presbyterian Church. (Photo.) Methodist Church, Pembroke. (Photo.) Lover's Walk, Pembroke. (Photo.) View from Corner of Albert and Commercial Streets, Pembroke. (Photo.) M. E. O'Gorman, Pembroke, Ont.

Cleopatra Finnegan. (A Novellette. For Piano.) By Neil Moret. Jerome H. Remick & Co., Detroit.

A NEW FIRM.

IN another column appears the announcement of Monteith, Nixon & Co., who have just established a fully-equipped factory at the head of Macdonell avenue, Toronto, for the manufacture of office, warehouse and factory trucks.

Their line includes book and library trucks of every description, as well as a special truck designed for the use of Sunday school libraries, to facilitate the distribution and collection of library books from the various classes and prevent the damage which they sustain by frequent handling. This looks like a new idea which will take well as soon as its advantages become generally known.

Both members of the firm are energetic and experienced business men and should make the new venture a success.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Sandy," by Alice Hegan Rice. Briggs.
3. "The Man on the Box," by Harold M cGrath. McLeod & Allen.
4. 'God's Good Man," by Marie Corelli. Briggs.
5. "The Voyageur," by W. H. Drummond. Putnam.
6. "The Prospector," by Ralph Connor. Westminster.

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "Return," by Alice MacGowan. Copp, Clark.
4. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
5. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
6. "Harvest of the Sea," by Dr. Grenfell. Revell.

HALIFAX.

1. "Sandy," by Alice Hegan Rice. Briggs.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
4. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
5. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
6. "The Prospector," by Ralph Connor. Westminster.

HAMILTON.

1. "The Plum Tree," by D. G. Phillips. McLeod & Allen.
2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
5. "Rose of the World," by Alice and Egerton Castle. Copp, Clark.
6. "The Prize of the Hardy," by Alice Wihter. McLeod & Allen

KINGSTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "Return of Sherlock Holmes," by A Conan Doyle. Morang.
5. "Sandy," by Alice Hegan Rice. Briggs.
6. "The Millionaire Baby," by Anna K. Green. McLeod & Allen.

LONDON.

1. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
2. "The Harvest of the Sea," by Dr. Grenfell. Revell.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "Rose of the World," by Alice and Egerton Castle. Copp, Clark.
5. "Return," by Alice MacGowan. Copp, Clark.
6. "The Prospector," by Ralph Connor. Westminster.

MONCTON.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. 'Dr. Grenfell's Parish," by Norman Duncan. Revell.
4. "Sandy," by Alice Hegan Rice. Briggs.
5. "The Voyageur," by H. A. Drummond. Putnam.
6. "The Masquerader," by K. C. Thurston. Harpers.

MONTREAL.

1. "Rose of the World," by Agnes and Egerton Castle. Copp, Clark.
2. "The Master Mummer," by E. P. Oppenheim. Copp, Clark.
3. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "The Voyageur," by W. H. Drummond. Putnam.
6. "The Corner Stone," by David Lyall.

OTTAWA.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "Dunean Polite," by Marian Keith. Westminster.
4. "Pani," by B. Von Hutten. Langton & Hall.
5. "A Rebel's Wooing," by J. J. Steuart. Briggs.
6. "The Purple Parasol," by G. B. McCutcheon. Musson.

TORONTO.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "Nancy Stair," by E. M. Lane.
4. "Rose of the World," by Agnes and Egerton Castle. Copp, Clark.
4. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
5. "The Challoners," by E. F. Benson.
6. "Dr. Grenfell's Parish," by Norman Duncan. Revell.

WINNIPEG.

1. "Rose of the World," by Agnes and Egerton Castle. Copp, Clark.
2. "Return," by Alice MacGowan. Copp, Clark.
3. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
4. "The Silent Places," by S E. White. Morang.
5. "Sandy," by Alice Hegan Rice. Briggs.
6. "The Garden of Allah," by Robert Hichens. Briggs.

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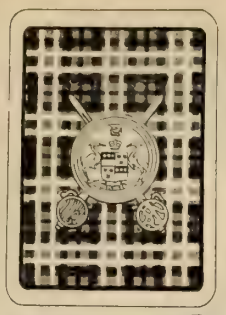
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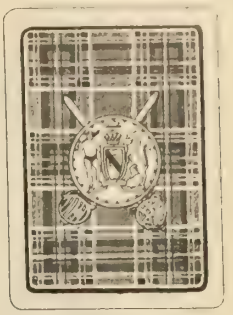
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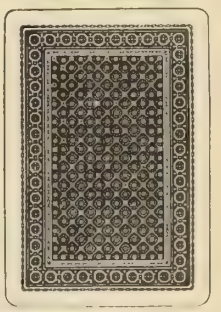
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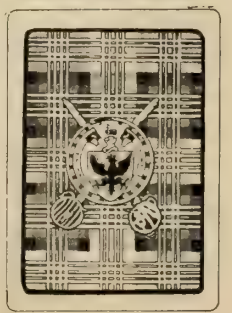


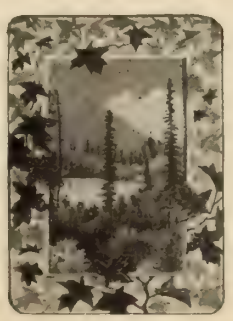
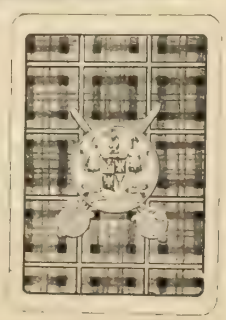









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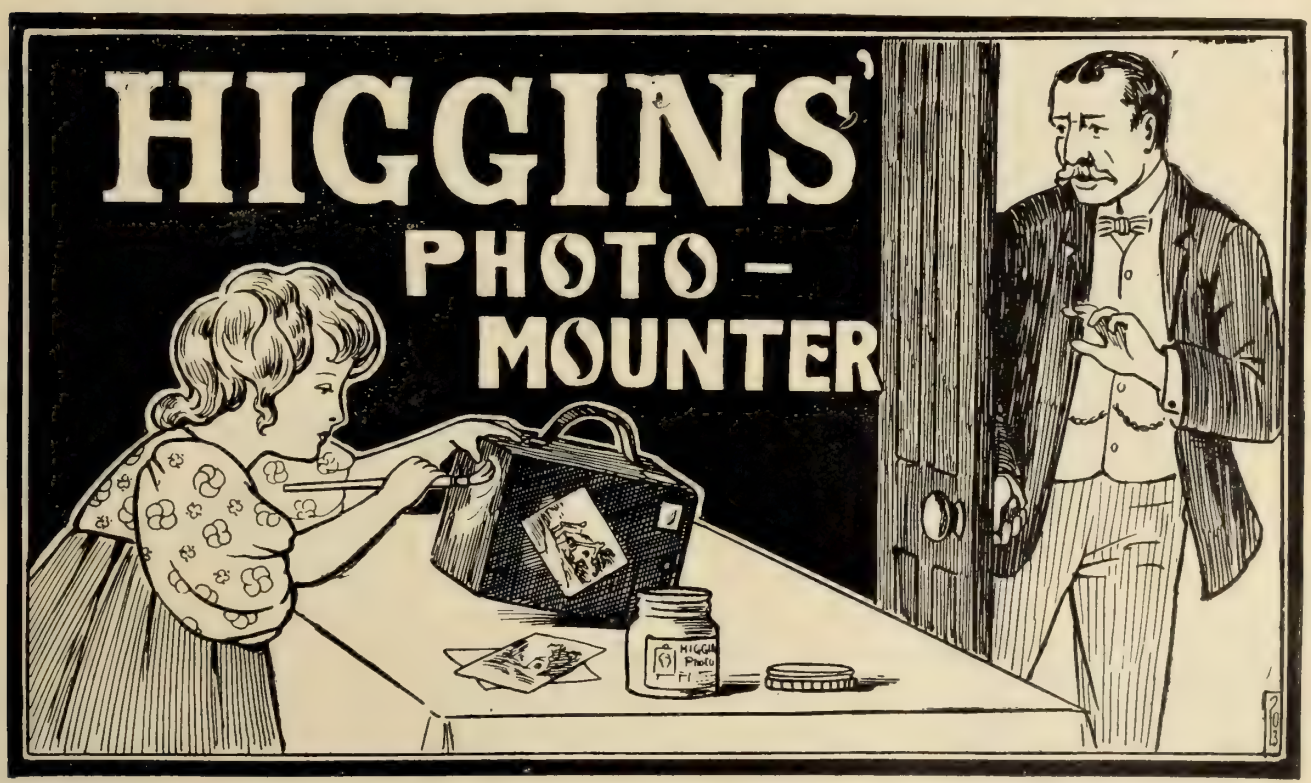
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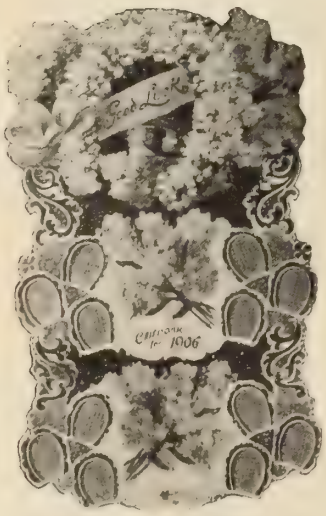
The choicest words from Webster's Dictionary would be inadequate to describe the beautiful lines of Christmas Cards and Calendars we have ready for the coming season.

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FIVE CENT AND TEN CENT CALENDARS





have never been approached by any other publisher. The demand keeps us working overtime just now, but any orders ***you*** place with our agents in Canada will have attention without any waiting.

The engravings shown here, give but a faint idea of the attractiveness of these dainty calendars. They are cut out shapes, embossed, mostly 3 drop, and have the look of a 25-cent article.

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The Copp Clark Co., Limited, have samples of everything we publish.



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Most lovely goods nothing like them before. The colouring of the flowers, figures and landscapes is perfect. Each card a work of art. Just advise the Copp, Clark Co. that you want to see 'em.

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Here's where we ***do*** shine. The Davidson series is rich in comics by such artists as ***Tom Browne***, ***John Hassall*** and ***Dudley Hardy***. There's not a poor seller in the lot—none but what your most particular post card buyer would be glad to put his money down for.

Besides comics, we have thousands of landscape subjects, actresses and celebrities—all done in our own works in England. No German goods.

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New 1905 backs Congress Playing Cards

It pays dealers to handle and display these cards—they are so beautiful that they sell readily among people who have heretofore bought only cheap cards.

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No. 3—Three packs


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A New feature.


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The U. S. Playing Card Co., Cincinnati, U. S. A.

Above designs copyright, 1899, 1901-4-5, by The U. S. Playing Card Co., Cincinnati, U S. A..

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This Fountain Pen is the standard writing instrument of the world, everywhere known and recommended by experts to be the best. It excels in simplicity of construction, in the quality of the materials used, and in perfection of workmanship. The most important feature is the improved Spoon Feed, which conducts the ink from the reservoir to the gold pen with absolute uniformity and certainty, and without danger of blotting. Holders are made in a great variety of styles and sizes, and prices are given for pens and holders complete, with an ink-filler and a box to hold them.

The Ideal Clip Cap is adapted only to the cone-shaped caps, Nos. 12 to 18.

The Ideal Clip Cap is made of German Silver. Cost 25c. extra.



The price of the German Silver Clip and attaching it to any size cap is but 25c. extra.

We make on order, Solid 14-kt. Gold Clips, $2.00; Rolled Gold Plate $1.00; Sterling Silver, 50c.

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No.	Net	No.	Net	No.	Net	No.	Net	No.	Net	No.	Net	No.	Net
2	$3.50	22	$2.50	12	$3.50	12	$2.50	12	$5.00	12	$2.50	22	$3.50
3	4.50	23	3.50	13	4.50	13	3.50	14	7.00	13	3.50	23	4.50
4	5.00	24	4.00	14	5.00	14	4.00	15	8.50	14	4.00	24	5.00
5	6.00	25	5.00	15	6.00	15	5.00	16	9.50	15	5.00	25	6.00
6	7.00	26	6.00	16	7.00	16	6.00	17	11.00	16	6.00	26	7.00
				17	8.00	17	7.00						
						18	8.00						

These engravings are the actual size of the Fountain Pens, taking a No. 4 gold pen. The same patterns are made in other sizes, as shown in the price-list The unit figure used in the number of a holder indicates the size of the gold pen which it contains.

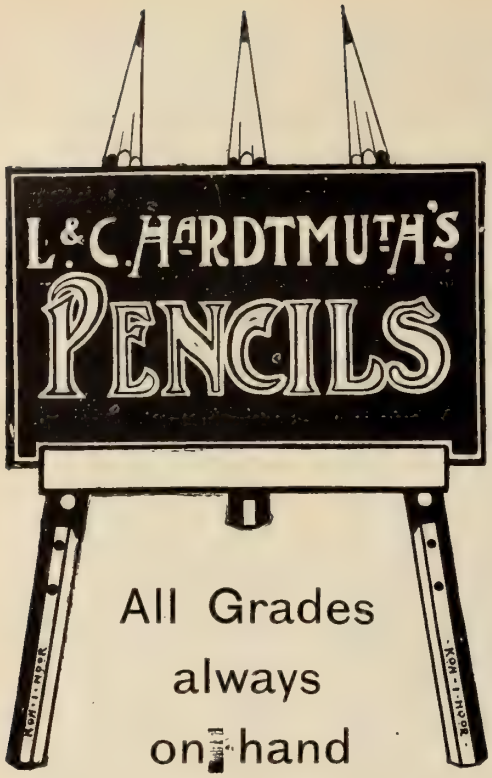
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Importers of Koh-I-Noor Pencils. (See next page.)

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OUR STOCK OF

"Koh-i-noor" and "Mephisto" Pencils

is naturally the largest and most completely assorted in this country

L. & C. Hardtmuth, of Koh-i-noor fame, of London & Vienna, handle Waterman's Ideal Fountain Pens in Europe and we handle L. & C. Hardtmuth's pencils in this country.

For this reason we carry a more complete line than has ever been carried heretofore. For instance, we have:

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"KOH-I-NOOR" COPYING, ACCOUNT BOOK, SHORTHAND, and the same wide range of

"KOH-I-NOOR" ARTISTS' PENCILS and Pocket Sundries.

PLIABLE RUBBER in eleven different sizes of either ***PINK*** or ***GREY***,

"MEPHISTO" PENCILS in three different styles and five different colors as follows:

73B. Violet, Blue, Black, Green or Red.
77. " with Red mouthpieces.
73C. " with point protector (carded).

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Quality

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Fluid

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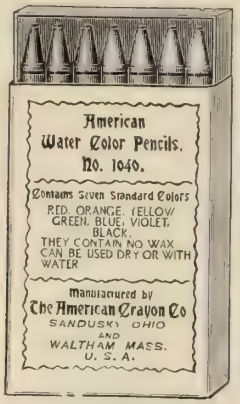




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OUR NEW METAL BOX
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2 CAMEL HAIR BRUSHES AND INSTRUCTIONS FOR COMBINING THESE COLORS TO PRODUCE ALL OF THE PRIMARY COLORS AND OTHER SHADES.

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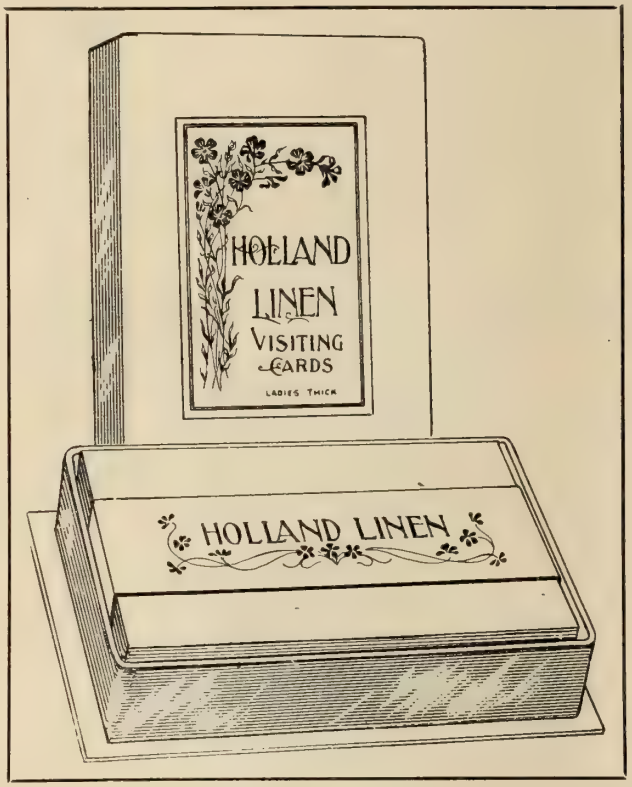
Office Diaries for 1906

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We have added this new item to our ever popular

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and recommend it to those in the trade who are looking for the best.

They are made of Linen finished Bristol Board to match the Stationery of the same name, and are very attractively put up in boxes of 50's, carried in stock in ladies' and gents' sizes, thick and thin in each line, and the prices are right.

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THE

Bookseller and Stationer

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Vol. XXI. MONTREAL AND TORONTO, CANADA, AUGUST, 1905. No. 8.

BOOK PUBLISHING IN CANADA

By Arthur Conrad.

FEW books are entirely published in Canada, including in the term, published, the setting-up of the type, the printing of the sheets and the binding of the volume. Apart from a score of books that are got out at the author's expense, some subscription books and a miscellaneous assortment of law books, school books, almanacs and year books, there are but few entirely Canadian productions. This condition of affairs is perfectly natural, when it is remembered how comparatively small a circulation the average book runs up in this country. To go to the expense of setting, printing and binding a book, which will sell less than a thousand copies, would run the publishers into debt, and a sale of about that many is as much as can be expected from the average novel.

Securing Canadian Editions.

The method usually employed by Canadian publishers is to eliminate the heavy expense of composition and printing and to purchase sheets already printed. The greater portion of novels sold in this country as Canadian editions come in this way, and though there is a duty of twenty per cent. on sheets, yet it is found a fairly profitable method. The English or American publisher, printing an edition of 10,000 can sell 500 sheets to a Canadian publisher at a low enough rate to make it worth his while to import and bind the book.

Another method occasionally resorted to is to import the bound books. On these there is only a duty of ten per cent., and the foreign publisher arranges for the Canadian firm's imprint both on the title page and on the back of the book. It would seem that this plan would be preferable to that by which the sheets are imported, but this is not the case, owing to the difficulties raised on the subject of royalties between the author and the foreign publishers.

A third method is that by which the Canadian publisher secures a loan of the plates from which the book is printed in the United States. The copyright law makes it possible for him to bring in these plates, use them here and ship them back. Occasionally the Canadian publisher buys the plates outright.

Three-Fourths From U. S.

At a rough estimate, three-fourths of the Canadian editions of popular novels come in from the United States and one-fourth from England, while the larger proportion are imported in sheet form. Owing to the thickness of the paper on which colonial editions of English novels are printed, they are not so suitable for binding up here as are the American editions. The Canadian publisher takes on an average from 500 to 1,000 sheets of the ordinary novel, though frequently he will take only about 250 sheets. His profits depend largely on what he has over after the sale of any one novel is closed. Thus, if he sells pretty close up to the extent of his edition, he is likely to make a fair profit, whereas if he has overestimated the market, he stands to lose.

Some authors are always a profitable investment. A book like "David Harum," of which 34,000 copies have been sold in Canada, is excellent property. Ralph Connor's books sell up in the tens of thousands. But there are other authors whose books sell by the thousand, and yet profits on the sale of their books are very meagre. This is owing to the heavy royalties which have to be paid them. Sir Gilbert Parker and Marie Corelli fall under this head.

It may be asked whether the English or American publisher, from whom books or sheets are purchased by a Canadian publisher, does not sometimes compete in the Canadian market. As a rule no agreement is made between the two publishers, but it is tacitly assumed that the American publisher will not interfere with the Canadian market. The duty for one thing keeps him out, and besides this the average American book is more expensive than the Canadian book. In the United States the ruling price for a cloth-bound volume is $1.50. In Canada the ruling price is $1.25. In the case of the English edition, it is found that usually by making arrangements with the New York publishers, the Canadian publisher can forestall the edition from across the seas by several weeks.

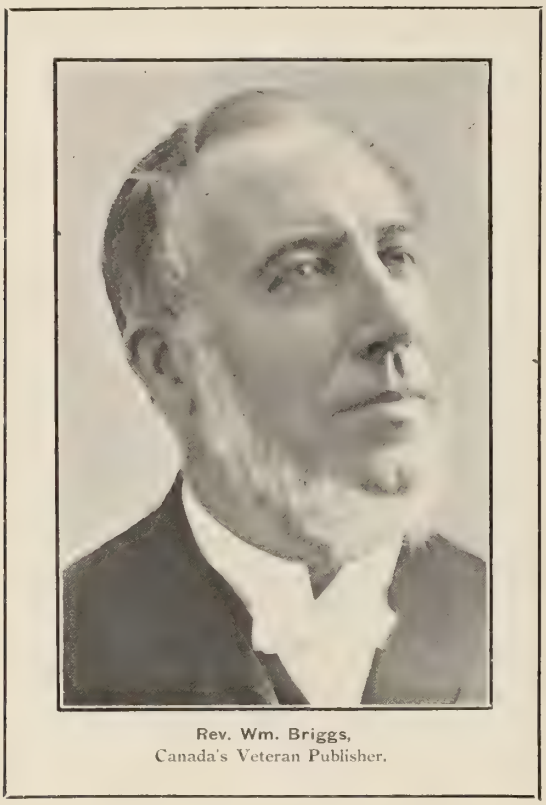
On the Increase.

The number of books being published in Canada is on the increase. In novels there has been a marked growth.

During the first six months of 1901 there were 61 novels published in Canadian editions. Over the same period of the present year the number was 68. In other departments there has been a similar increase.

Publishing in Montreal.

Montreal to-day, except in the French branch of the trade, cannot be classed as a remarkable publishing centre. Few books bear a Montreal imprint, as it has been found impossible to make such ventures pay, with the noted exception of many beautiful guide and view books, as well as in the school book line, in which E. M. Renouf is the important factor. F. E. Grafton & Sons still remain prominent in tourist publications. French publishers are headed by Libraire Beauchemin, Limited, and Beauchemin & Fils, whose books embrace a wide range of subjects and find a ready market. This branch of the trade has kept steady pace with the growth of Montreal and the province. Compared with the days when the Dawsons and later Foster Brown and Drysdale were noted publishers, the trade to-day is of small importance. The opportunities have diminished from year to year.



Rev. Wm. Briggs,
Canada's Veteran Publisher.

The following firms make up the list of Canadian publishers of books in the English language :

Methodist Book and Publishing House.

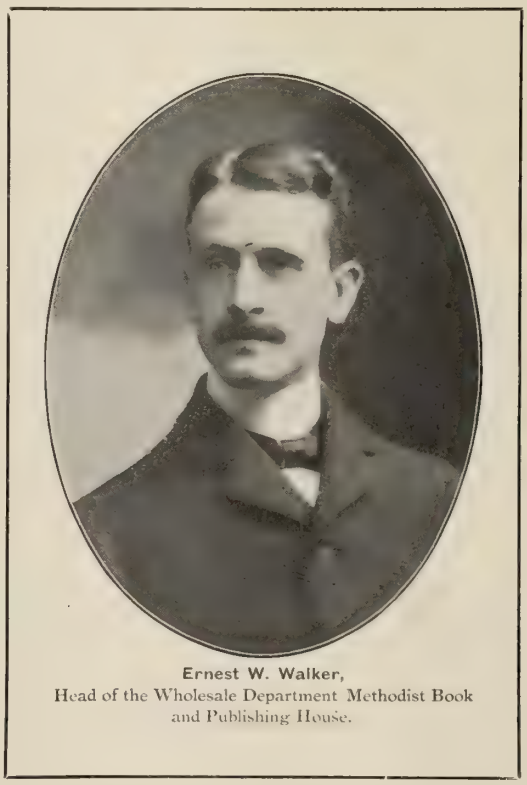
It is away back to 1829 that the investigator must go to reach the beginnings of this important publishing business. In that year the late Dr. Ryerson addressed the Methodist Conference and urged the necessity for the establishment of a church newspaper. Permission to raise stock to the extent of $2,000 was granted, and this amount was soon subscribed. Coincident with the foundation of the Christian Guardian, a small depository for the sale of books was opened, and from this small beginning the present extensive business has grown.

For some years after the enterprise was started, the editor of the Guardian filled as well the position of book-steward, but in 1843, owing to the volume of business in the book department, the offices were divided and a book steward, into whose hands the charge of the management of the business was placed, was appointed. Many eminent men have since held this important position.



Edward S. Caswell,
Manager Publishing Department Methodist Book and Publishing House.

Up to 1865, when Dr. S. Rose was appointed book steward, not much had been done in the way of publishing beyond the weekly paper and pamphlets. But about this time other papers were started and the publication of bound books was begun.



Ernest W. Walker,
Head of the Wholesale Department Methodist Book and Publishing House.

In September, 1878, the present book steward, the

Rev. William Briggs, was appointed to office. At the time the premises occupied were situated at 78 and 80 King street east, but in 1889, owing to the vast increase in business, a move was made to the large building at Richmond street west, which had been erected especially for the purpose during the preceding year.

As publishers, the Methodist Book & Publishing House have brought out many important works. They have a complete printing, stereotyping and binding plant, and are thus enabled to undertake the publication of fine, large editions. Among the more notable books published by them during recent years may be noted : Morgan's "Canadian Men and Women of the Time,," and his "Types of Canadian Women," Tyrrell's "Across the Sub-Arctics," Rond's "Treasury of Canadian Verse," Young's "Public Men and Public Life in Canada," Bryce's "Remarkable History of the Hudson's Bay Company," Morice's "History of the Northern Interior of British Columbia," MacBeth's "The Making of the Canadian West," together with numerous volumes of verse by the Canadian poets, books of local history, works in biography, science and devotional literature, and a strong list in the popular fiction of the day.

McLeod & Allen.

Enterprise and aggression have brought to the front the two young men who, under the firm name of McLeod & Allen, now occupy a foremost place among Canadian publishers. The partnership was formed in 1901 between George J. McLeod and Thomas Allen. Mr. McLeod had previously conducted a publishing business on his own account at 5 King street west, Toronto, and prior to that had traveled in the United States for Rand, McNally & Co., and the United States Book Co. Mr. Allen occupied for several years a position on the traveling staff of the Methodist Book & Publishing Co., Toronto.

The firm of McLeod & Allen is located on Melinda street, Toronto, and is engaged in the publishing of Canadian editions of leading American and English novels, and in handling, as agents, the publications of several United States houses. They have had remarkable success with the works of George Barr McCutcheon, Louis Tracy and Harold MacGrath, besides many other successful novelists of the day.

The Musson Book Co., Lmited.

A publishing house which is steadily moving forward is the Musson Book Co., Limited, with warehouse at 23 Richmond street west, Toronto. The company was incorporated in July, 1901, purchasing the assets of the Musson Book Co., which had been doing business for the previous four years. Mr. C. J. Musson was appointed president and managing director, and Mr. J. H. Charles secretary-treasurer. At first the company occupied 17 Richmond west, but in May, 1903, a move was made to the larger premises now occupied. The building was still further extended last year. Business has increased steadily. Each year up to 1904 the advance was over twenty-five per cent. Last year the increase was fifty per cent.

In addition to the regular jobbing trade in fiction, church books, and church and Sunday school requisites, the Musson Book Co. are Canadian representatives for a number of English and American houses, including S. W. Partridge & Co., London; Wells, Gardiner & Darton, London; S. P. C. K., London; Walter G. Wheeler & Co., London; Alexander Moring (De la More Press) London; Brimley, Johnson, Ince, Limited, London; Henry J. Drane, A. H. Bullen, Gibbing & Co., all of London; Gowans & Gray, Edinburgh; T. N. Foulis, Edinburgh; the Dodge Publishing Co., New York; David McKay, Philadelphia; the Geo. W. Jacobs Co., and John C. Winston (International Bible) Philadelphia; Frederick J.



George J. McLeod



Thomas Allen

THE PUBLISHING HOUSE OF McLEOD & ALLEN

Drake, Chicago; Grosset & Dunlap, New York; H. L. Kilner & Co., Philadelphia.

The Musson Book Co. published about 300 different books last year, most of which were church books. They



Charles J. Musson,
President and Manager of The Musson Book Co., Limited.

make a specialty of cook books, of which they have several excellent volumes. At present they are bringing out a log book, a book of interest tables, and a ready reckoner, which are meeting with a wide demand.



J. H. Charles,
cretary-Treasurer of The Musson Book Co., Limited.

They have recently appointed Mr. F. W. Port to the management of their London office. Mr. Port has had 23 years' experience with Eyre & Spottiswoode, and will look after the publication of the company's hymn and prayer books, etc.

Morang & Co., Limited.

The beginning of the business of Morang & Co. may be dated back to the establishment of an agency in Canada, by the D. Appleton Co., of New York, about 30 years ago. Later Mr. George N. Morang became the manager and built up a large connection throughout Canada. Subsequently he took over the business himself, and finally established the house of Morang & Co. At first Mr. Morang confined his attention largely to the publication of the lighter kinds of literature, but he soon became convinced that several important fields of publication had been neglected. Among these was the publication of text-books for the public and high schools of Canada equal to those used in either Great Britain or the United States. An educational department was at once organized, and the issuing of texts begun. Beginning with only one book authorized for public school use, three years ago, Morang & Co. can now point with pride to a list of twenty-five text books, all of which are now authorized for use in either the public or high schools of one or other of the Provinces of Canada.



George N. Morang,
Founder and Head of Morang & Co., Limited.

But this was only one venture. Perhaps the greatest achievement of the firm, and one which ranks it at once with the great publishing houses of the world, has been the successful launching of the "Makers of Canada" series, a work which has achieved an international reputation. This great enterprise was projected by Mr. Morang many years ago, and is now, after much thought and energy expended, being carried to a successful issue.

The house has also most valuable connections both in Great Britain and the United States, enabling them to deal directly with the leading publishing houses in these two countries. The entire list of the MacMillan Co., of New York, is carried, and the business with this firm has more than doubled since their agency was handed over to Morang & Co. The medical works, subscription books, and standard sets of some of the most important houses in the United States and Great Britain are also sold by this firm. Within the last six months a very gratifying connection has been opened up with the firm of T. C. and E. C. Jack, the well-known publishers of Edinburgh and London.

The Oxford Press.

At 25 Richmond street west, Toronto, is situated the Canadian branch of the Oxford University Press, under the capable management of Mr. S. Bradley Gundy. The branch was opened on August 10, 1901, with a large stock of the Bibles, prayer books, hymnals, and other publications for which the Oxford Press is justly famous. At the same time arrangements were made whereby all the publications of the Fleming H. Revell Co. were to be handled in Canada by the Oxford Press.

Mr. Gundy has had a lengthy connection with the book business. He entered the employ of W. J. Gage & Co. in 1884, when only fourteen years of age, and three years later he was sent out on the road by that firm. He traveled for them until he was twenty-four, when he succeeded Mr. John A. Solomon as manager of the wholesale department of the Methodist Book Room. During his regime the business of the Book Room was largely augmented.

It is as yet early to comment on Mr. Gundy's management of the Oxford Press Agency, but his remarkable



S. Bradley Gundy,
Manager of the Canadian Branch of the Oxford Press.

success with the Oxford India paper editions of the English classics cannot be passed over. Nor can one omit to mention the success with which he was launched the Labrador books by Norman Duncan, Dillon Wallace and Dr. Grenfell, on the Canadian market.

The Copp, Clark Co., Limited.

Among Canadian publications, the Canadian Almanac is perhaps more widely known than any other book. It has appeared continuously for 58 years, and is the pride of its publishers, The Copp Clark Co., Limited. Starting in 1847, it marked the beginning of a book publishing business which has extended and widened its scope very markedly down to the present time. Possibly The Copp, Clark Co. are best known as publishers of school books, of which they have issued a large number over a period of many years. Their educational works to-day enter every province of the Dominion from Atlantic to Pacific, and several have been re-printed in the United States. At various times they have also published law books.

The publication of novels began about ten years ago, and now forms one of the most important branches of the business. The number of novels issued has increased from year to year, and the selection has always been excellent.



H. L. Thompson,
President and Manager of the School Book Publishing Department of the Copp, Clark Company, Limited.

The Copp, Clark Co. are the sole publishers of the Canadian editions of Sir Gilbert Parker's novels. They also publish all the works of another noted Canadian writer, Charles G. D. Roberts. The book department is under



William Copp,
Manager of the General Book Publishing Department of the Copp, Clark Company, Limited.

the management of Mr. William Copp, vice-president of the company. On account of their splendid factory equipment, The Copp, Clark Co. are able to produce some specially fine editions.

Langton & Hall, Limited.

A Canadian publishing house which has shown a commendable growth during the last few years is that of Langton & Hall, Limited. A partnership was formed in 1900 between Thomas Langton and W. Carleill Hall, and the pair entered into the business of wholesale booksellers and stationers. On June 15, 1904, letters of incorporation were taken out and a joint stock company was formed, with Thomas Langton president, W. Carleill Hall director, and T. Langton, Jr., secretary-treasurer. The president of the company is a familiar figure among Canadian booksellers, as he has been on the road for a great many years, most of the time traveling for Hunter, Rose & Co., with whom he first entered business. Mr. Hall is a barrister and a member of the legal firm of Hall & Payne.



Thomas Langton,
President and Managing Director, Langton & Hall, Limited.

The Westminster Co., Limited.

The Westminster Co., Limited, was organized in 1897 to take over the Westminster periodical, published at that time by McAinsh & Kilgour, and to conduct a general publishing business. D. T. McAinsh was appointed managing director. Success attended the business of the company, and in a short time the Westminster absorbed the Canada Presbyterian, the Presbyter, the Western Presbyterian, and the Presbyterian Review. In January, 1900, Mr. McAinsh was succeeded by the present manager, Mr. W. E. Robertson.

The company, while not restricting their efforts to the publication of books of a religious nature have, nevertheless, made a specialty of this, and have issued a number of religious books of the higher type. The policy of the company is to develop a class of publications along the line of that carried out by Hodder & Stoughton and T. & T. Clark. In the realm of fiction the most successful books produced by the company have been the Ralph Connor books, the latest of which, "The Prospector," has reached the phenomenal sale in Canada of 26,000 copies within six months of the date of publication. The policy of the company is to issue books in cloth only, and the success attending this feature has proved the wisdom of it.

French-Canadian Publishers.

Montreal contains three regular jobbing houses which dispose of not only the French-Canadian literature, but the importations direct from France. These houses are C. O. Beauchemin & Fils, Granger Freres and Deom Freres. In addition to these there are almost innumerable printers and publishers on a very small scale who reprint French authors' recent works without permission. Even the retail field is limited almost exclusively to Montreal and Quebec. Montreal has some half-dozen fairly prosperous bookstores, and Quebec about the same number. In a few of the other cities scattered throughout the province, English as well as French novels are handled in so-called French bookstores. Montreal stores largely specialize, one dealing extensively with religious works, another with high-class fiction, and still another with popular fiction. With a possible exception of two stores, the stock carried is much less than the smallest English bookstore in Montreal.

Although alleged illicit reprints are flooding the French-Canadian market, direct importations from France are more noticeable on the shelves of the bookstores. These are always paper-bound books, and prices range in popular fiction, ten, fifteen and twenty-five cents, and in the better class of fiction at 90c. This scale of prices illustrates where the volume of trade is done. The profit on these lines is in the neighborhood of 25 per cent. The 90c. line sells for 70c. in Paris and pays a 20 per cent. duty as well as freight. The 25c. line is 20c. in France and is a collection of old favorite authors. The 10c. line is worth 6c. in France and includes a very good class of old fiction.

French publishers usually sell in Canada by catalogue and a traveler is an exception. It needs good judgment to properly select salable lines for the trade.

As the reading public, which at its best is always limited, grows larger, there is a growing tendency to take up with English fiction, and even now the majority of French bookstores sell English magazines at any rate; and further than this, a vast quantity of modern French fiction is peculiarly unsuited to French trade.



W. E. Robertson,
Manager of The Westminster Co.

THE RETAIL BOOK AND STATIONERY TRADE OF WINNIPEG

By F R. Munro

FROM the first the book and stationery trade of Winnipeg has been under safe, conservative, and, withal, progressive management, and there have been fewer changes in these stores than in any other line of business in Manitoba's capital city. At the present time, most of



W. D. Russell,
Russell, Lang & Co., Winnipeg.

the city stores devoted exclusively to the book and stationery trade can trace their descent from the stores in business in the early days of Winnipeg. In several instances the men at the head of the stores to-day have been connected with the Winnipeg book trade since the early days of the city, and hence are well acquainted with the peculiar requirements of the Winnipeg book trade.

Early Bookstores.

The pioneer bookstore dispensing the printed means of culture, information and amusement in the new settlement was that of H. S. Donaldson & Bro. They were located in the Red River Hall in the rear of the site of the present Merchants' Bank. The store was known as the "Sign of the Big Book and Watch," and it is interesting now to read the advertisements of this firm in Begg's "Ten Years in Winnipeg," which appeared in 1879, and in the early editions of the Winnipeg City Directory.

In Begg's quaint old volume the Donaldson store is mentioned as being in business in 1870. "H. S. Donaldson had a very nice and select stock of stationery books and fancy articles," says this chronicler of Winnipeg's early history, "which to this day he blames 'Begg' for cramming upon him."

There were other early stores almost forgotten now, but whose names occur in early directories and in Begg's La Riviere's directory for 1876-77 has an advertisement of Washington & Bro., who sold stationery, books and fancy goods on "Main street, opposite the new post office." C. F. Strang & Co. have an advertisement in Begg's story of Winnipeg, published in 1879.

Stores of To-Day.

The present-day Winnipeg stores are a credit to the city and, perhaps, it is because the public have been so well served by the regular stores that the Winnipeg book trade has been so closely confined within legitimate lines. Departmental store competition has not yet appreciably injured the Winnipeg book trade. The Russell, Hart, Davis, Blackwood, Richardson, Willson, and other stores are the recognized centres in Winnipeg for books and stationery, and they are getting the trade. If their present progressive management is continued they should have no trouble in holding it.

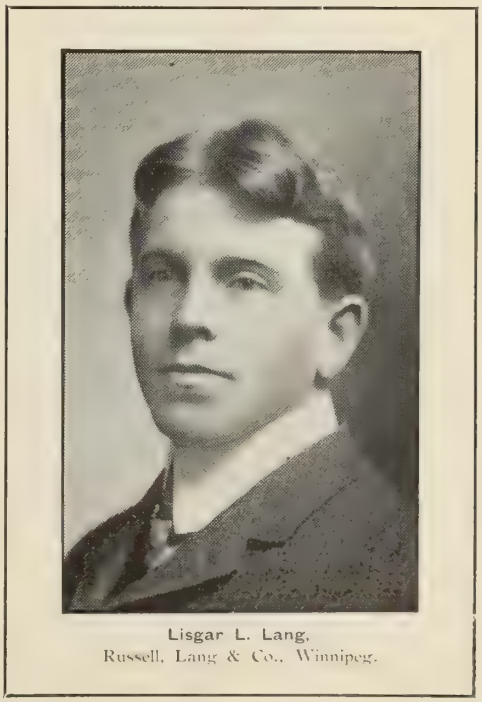
Russell, Lang & Co.

One of the oldest bookstores in Manitoba is that of Russell, Lang & Co., 484 Main street, Winnipeg. Away back in 1880, a year which belongs to the pioneer age of Winnipeg, a small book and stationery business was opened on Main street, Winnipeg, about one block north of the present City Hall, by William Dawson Russell, a young graduate of McGill University. It was the day of small things, but from the first "Russell's Bookstore," as it was known then and is still known, was a favorite with the buying public and each year saw a substantial increase in sales.

While carrying on a general stationery and book trade, the Russell store has always given special attention to church and educational requirements, with the result that a very large business has been developed in school, church, and Sunday school supplies and library books.

In 1903 the business was moved to the present commodious location at 484 Main street, and converted into a limited liability company. Lisgar L. Lang, who had entered the firm some years before, became its president and managing director, while Mr. Russell retired from active management and is now enjoying a well-earned rest.

The success of the business is due in great measure to



Lisgar L. Lang,
Russell, Lang & Co., Winnipeg.

the fact that the firm have always adapted it to the changing conditions of the west. When amateur photography became the craze, Russell, Lang & Co. had a fully-equipped Kodak department to cater to it. An

amateur finishing department was added with a competent photographer in charge. This pleased the amateurs and resulted in a large photo supply trade.

Russell, Lang & Co. have the agencies for several



Walter J. Hagel,
Blackwood & Hagel, Winnipeg.

large American school book houses and do a large trade in supplementary readers and school library books. A large illustrated catalogue is issued each year and distributed through the west with the result that the mail order department is an important feature of the business. Mr. Lang has an efficient staff of workers, who support



David J. Blackwood,
Blackwood & Hagel, Winnipeg.

the business loyally. H. Thornton Marlowe, the manager of the retail section, learned the business in the house of Goodall's, London, Eng. He has just returned to Winnipeg from a purchasing trip abroad. Russell, Lang & Co. store on Main street is a commodious place of business, and is well equipped to handle a large trade. The interior arrangements are excellent.

Walter J. Hagel.

Walter J. Hagel, of the retail firm of Blackwood & Hagel, has had five years' experience in the book and stationery trade. Coming to Winnipeg from Peterboro', he entered into partnership with Mr. Blackwood, and the result is a thriving business on a busy corner of the city.

David J. Blackwood.

David J. Blackwood head of the firm of Blackwood & Hagel, Winnipeg, is a bookseller of 15 years' experience, gained in Halifax, New York and Winnipeg. In September, 1903, the present firm of Blackwood & Hagel was formed and premises were secured at the corner of Winnipeg's principal business streets, Portage avenue and Main street.

John A. Hart.

For 23 years Mr. Hart has been connected with the book and stationery trade in Winnipeg. Coming to Winni-



John A. Hart,
J. A. Hart Co., Winnipeg.

peg from Perth, Ont., where he had been brought up in the trade in his father's store, he was associated with his present business when it was owned by J. B. Ferguson. Later he was a member of the firm of Hart & Macpherson and some years ago returned to the store which is now his, acting as manager for the proprietor, C. H. Black. Last Summer the business was incorporated as "The J. A. Hart Co., Limited," Mr. Black retiring from the active control of the business, but becoming president of the new company. Mr. Hart is managing director and has the active management of the business. The Hart Co.'s store is one of the most attractive in Winnipeg. The interior fittings are handsome and serviceable, while the stock is large and well assorted. In addition to books the firm carry an extensive range of high-grade stationery, office supplies and fancy goods. These are shown to excellent effect on display stands, in large plate glass showcases and on shelves. The lighting arrangements of the store are excellent.

MONTREAL'S WHOLESALE AND RETAIL BOOK TRADE—PAST AND PRESENT

By G. E. F.

MONTREAL, a modern metropolis, with handsome stores and office buildings, interspersed with elegant homes of banks and trust companies, is an ideal spot for business to be transacted under the best and most favorable circumstances. It commercial activity assures it always the position of the metropolis of Canada, and it



William Drysdale,
A Veteran Montreal Bookseller.

possesses a cosmopolitan charm which is unique in character. No spot in America is richer in its historical places and associations. The city is idealy situated on the matchless waterway, the St. Lawrence, backed by the long range of solid stone buildings, which gives it a typical solid appearance. To correctly understand the history of the book and stationery trade, it is necessary to clearly understand that the present population, as is so well known, has been divided into two chief race divisions. The English, inhabiting mainly the west end, number about 100,000, while the French, in number about 250,000, live chiefly in the east end.

Changed Conditions.

As a retail and wholesale book and stationery centre, Montreal occupies a highly important position, and one which the city bids fair to continually strengthen and improve. This forecast is predicated not only on the energy and progressiveness of her merchants, but by the continual entrance of new firms. Conservatism is now no longer an accepted policy in many quarters. The book and stationery trades have in a measure kept pace during the last twenty years with the marvelous growth and dvelopment of the city, although changes in some lines do not show up advantageously.

The retail book trade has always naturally divided into two marked divisions—the English and French stores catering to a separate clientele. Limitations of an almost overwhelming nature have thus always confronted the English retail book trade. The English retail trade has already done things to give it a high place. Speaking generally, the trade has expanded and has been fairly well conserved by the legitimate book stores. Many of the pioneers are still in business and fairly prosperous, despite the inroads in late years of department stores.

In book publishing circles, Montreal to-day presents a sorrowful contrast with former days, when the name of Dawson was symbolical with publishing in Canada. A limited Montreal English population and a meagre outside outlet, has gradually but surely made itself felt. French publications have materially expanded in scope and number, due to a natural market alike on geographical and sentimental grounds. The retail stationery trade exhibits to-day many hopeful tendencies in both English and French lines, and the trade in keeping with most retail lines in the city has widely developed. Old methods are eschewed and modern business conditions are rigidly complied with. Competition is very keen, but the bulk of the trade remains with the expanding book stores. In wholesale circles specialization is playing its part, although the number of houses in business to-day is less than twenty years ago. The jobber of to-day strives to raise each department to the dignity of a separate business. Stocks are more complete and business is more systematically and judiciously worked. The French houses are not placing nowadays too much dependence on a wide reputation and a long list of regular customers among their own trade, but are working almost all of Canada. The mercantile branch of the stationery trade



Major E. M. Renouf,
A Prominent Montreal Bookseller.

is now distinctly separate, and is catered to by healthy firms with good reputations. The improvements in trade conditions generally are more than apparent in book and stationery circles.

Montreal retail trade has always been confined almost

entirely to Montreal City, with its limited English population, while the Province of Quebec, speaking generally, is not a book-buying country. But for the progressiveness and thorough knowledge and intimacy with their customers of the pioneers, trade would never have secured a firm foundation upon which to build. Even as far back as fifty years ago, the thoroughly equipped and learned bookseller was established in Montreal. Many of these veterans have passed away, but a few still survive and are full of the memories of the good old days, when bargain sales were not thought of. The Dawsons and the Graftons are still names to be conjured with. An inkling of the development of old conditions is afforded by succinct sketches of these firms, members of which still survive.

The firm of Dawson Bros., still referred to with pride by all Montrealers, with whom many of them gained their early experience, dates back to the early '30's, and was founded by the grandfather of Charles F. Dawson, in the retail stationery business on Notre Dame street. Its site was in a building where the present Standard Life Building is on St. James street, adjoining the Montreal Star. The business occupied the lower floor and the dwelling was above. Trade with this house expanded to a wonderful extent, and the original firm of B. Dawson was changed to Dawson Bros., by the admittance of his son, S. E. Dawson. The latter firm became widely known as publishers, booksellers and stationers, and a branch house was started on St. Catherine street in 1882. At that time the trades were by no means distinct. This store was continued by Dawson Bros. up to 1888, when Mr. E. M. Renouf succeeded. This store has since developed into one of the finest bookstores in America, an illustration of which appears in this issue. Mr. Renouf had entered the firm of Dawson Bros. in 1880, just after his arrival in this country. His knowledge of the book and stationery trades is gauged by the marvelous measure of his success. The downtown business on St. James street was continued till 1890, when Mr. William Foster Brown, then a clerk in the firm, bought out the book department, and Mr. Charles F. Dawson succeeded to the stationery end of the business. Mr. Brown has since moved up town. Another well known Montreal bookseller in the person of Mr. A. T. Chapman was at that time with William Foster Brown. Eleven years ago Mr. Chapman started in business for himself. It has since grown to exceptional proportions, necessitating a branch store further west on St. Catherine street. Mr. S. E. Dawson, of Dawson Bros., is at present the King's printer at Ottawa, and can yet be styled hale and hearty.

F. E. Grafton & Sons.

Mr. F. E. Grafton, of F. E. Grafton & Sons, St. James street, bears the distinguished title of the oldest active veteran in the trade. At the extremely ripe old age of eighty-six his vitality is really wonderful, and almost daily he still comes down to the old business. He is a living example of the truest type of a highly developed, courteous and well-informed bookseller. His son, Mr. Alfred Grafton, is now manager of the business. After an early experience with John Dougall & Son, proprietors of the Witness, Mr. F. E. Grafton started business in 1860, in the site where part of the S. Carsley & Co., Limited, department store now stands on St. James street. In the illustration of Montreal, from the City Hall, this historic street as it now stands appears in the foreground, showing the post office furthest to the left, then the Bank of Montreal, and the Imperial Insurance Building. Following this street to the west the old historic bookstores stood. Although Mr. Grafton's business changed its position several times, it never left St. James street.

William Drysdale.

A Montreal bookseller of foremost importance and a kindly gentleman in every sense of the word, with a warm, generous welcome for everyone, is this veteran in the trade. Born in Montreal in 1847, Mr. Drysdale commenced his active business career with John Dougall & Sons. He succeeded in his apprenticeship so well that shortly afterwards he was given charge of their book department. In 1874 an active business was started under his own name. Years ago this firm was characterized as the largest booksellers and publishers in Canada. In those days the business was situated on St. James street, and in this issue appears an exterior and interior view of the store at that time. The illustration bears historic interest in the fact that the part of the old fortification wall of Montreal formed part of the back of the building. The huge Sovereign Bank Building, a modern sky scraper, at present occupies this site, and the old wall is fenced in and can yet be seen. Some years ago Mr. Drysdale followed the trend of the retail trade and moved to west St. Catherine street, to be in closer touch with the trade. At the present time this street going westwards contains the following bookstores: C. W. Coates, Henry Morgan & Co.'s book department, Scroggie's book department, E. M. Renouf, F. E. Phelan, William Foster Brown, A. T. Chapman, and William Drysdale, with still further west a branch of Chapman's.

More of the Pioneers.

On Dorchester street, which is just south of St. Catherine street, near Beaver Hall Hill, leading from the downtown business district, stands the establishment of C. Ashford, which under present management dates back to 1876. Mr. Ashford, like so many of the Montreal stores, has a certain exclusive family trade among the best circles. His early experience was gained with the veteran bookseller, his uncle, Mr. C. Hill, who was contemporary of the Dawsons and Graftons. At one time these three firms dominated the situation. Near the head of Beaver Hall Hill is a similar family establishment of Eben Picken, who has been in business over twenty-eight years. Further down on this street is the store of William Murray, who has been in business in Montreal for over twenty years. Mr. Murray specializes in secondhand books. He is peculiarly reminiscent, and is full of the old days when Armour had a bookstore beneath the present St. Lawrence Hotel on Craig street. Another bookseller of importance is C. W. Coates now centrally located on St. Catherine street. This firm is a branch of the Toronto house of William Briggs, and was established in Montreal in 1875, on St. James street, afterwards moving to Bleury street, and for ten years in their present site. This firm caters chiefly to Sunday schools, public libraries, theological colleges of protestant religions, and mechanics' institutes. Their business has grown to a great extent, notwithstanding the inroads of booklovers' libraries and department stores. An account of F. E. Phelan's career appeared a short time ago. His store is one of the marvels of the traveling public. There are many other specialty stores and smaller bookstores which the scope of this article unfortunately cannot cover.

THE STORY OF TWENTY-ONE YEARS

IT was in August, 1884, that Bookseller and Stationer first saw the light. It was then called Books and Notions, and its publisher was Mr. J. J. Dyas. Under his editorship and management the paper was continued for four years, when it was purchased by its present proprietors, The MacLean Publishing Co., who soon after changed its name and enlarged both its size and scope.



The late J. J. Dyas,
The founder of Bookseller and Stationer.

The First Number.

Contrasted with the present fine, large number of Bookseller and Stationer, the little sixteen-page, 9½ by 7 paper of August, 1884, looks mean and small. Yet it had in it the germ of greater things, and down through the intervening years it has grown steadily and surely until it has become the powerful trade organ of to-day. The reading matter in the first issue was largely made up of clippings; and such publications as the Atlantic Monthly, the San Francisco Chronicle, the Century, London Press News, London Bookseller, etc., were drawn on for matter. However, the paper did not rely solely upon exchanges. Mr. G. Mercer Adam, who is still an ornament to Canadian literature, contributed the opening paper, which dealt with "Bookselling as a Profession," and the editor addressed his readers at some length in the editorial pages.

The advertisers were all Toronto firms, some of which are still in existence and occupy prominent places in the trade. Brown Bros. occupied a column; Wm. Warwick & Son also took a column; Williamson & Co and the Toronto Engraving Co. occupied half-columns; Clougher Bros. and Rose Publishing Co. each took column space, as did also Hunter, Rose & Co., who printed the paper.

Among the personal items is one referring to a visit being paid by Mr. W. J. Gage to the Saskatchewan Homestead Co.'s property in the Northwest. A paragraph announces that A. McArthur & Co., wall paper manufacturers of Montreal, have admitted Mr. James Worthington as a partner. Another states that Buckley & Allen of Halifax, N.S., have dissolved partnership, the business to be continued by Mr. T. C. Allen. By a fire at Port Perry, W. H. McCaw and S. E. Allison, stationers, were both burned out.

Only 50c. a Year.

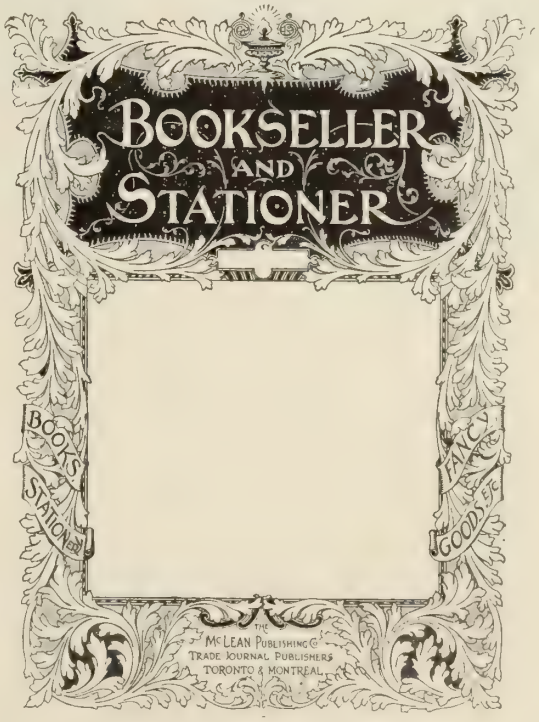
The subscription price of the early issues of Books and Notions was 50 cents per annum. "This is done with the hope that everyone in the trade will subscribe," says the editor, "and thus make it certain that an interesting and successful journal will be maintained."

There was but little about books in the first number. A few announcements of books were made by William Briggs, the Willard Tract Society, Rowsell & Hutchinson and the Rose Publishing Co. Nearly all these were legal books.

Books and Notions was enlarged in February, 1889, to the present size of Bookseller and Stationer, and the paper has remained the same size ever since. In October of the same year a handsomely designed cover appeared for the first time. The name, Books and Notions, was discarded in February, 1895, and the March issue of that year bore the new designation Bookseller and Stationer.

The Homes of the Paper.

Since its inception in 1884, Bookseller and Stationer has occupied many homes. Its original habitation was at 20 Wellington street east, Toronto, and there it remained until May, 1888, when the office was removed to a room in the Mail Building on Bay street. In November of the same year the paper was removed to 5 Jordan street. Nearly a year later, in September, 1889, another change was made to 6 Wellington street west. In May, 1892, the present home of Bookseller and Stationer at 10 Front street east was occupied for the first time and there the paper remained until March, 1895, when offices at 26 Front street west were secured. The publishers returned to 10 Front street east in 1900 and the paper has been issued monthly from this office ever since.



A Familiar Cover.
For many years BOOKSELLER AND STATIONER appeared with this cover design.

CANADA'S WHOLESALE STATIONERY INTERESTS

WITH two or three notable exceptions, the wholesale stationery trade of Canada is centred in Toronto, where several large firms have established warehouses and factories and carry on business from Atlantic to Pacific. Financially these big stationery houses rank high. They are managed by far-seeing and shrewd business men, who have built up a magnificent trade. As evidence of their ability it need only be said that it is many a long year ago since such a thing as a failure occurred.



A. W. Thomas,
Secretary-Treasurer of the Copp, Clark Co., Limited.

In the disastrous Toronto fire of 1904 the stationery trade were heavy losers. In fact, practically the whole trade were wiped out; but, like the mythical phoenix, a more glorious creation has arisen from the ashes of the destroyed buildings. New warehouses have been erected and new factories have been equipped and, despite losses, trade has been carried on in greater volume and with more profit than ever before.

In addition to the large manufacturing stationers, there are in Canada several agents, representing the leading manufacturers of the United States and England. These men are resident principally in Montreal and Toronto, and deal usually direct with the wholesale jobbers.

The principal stationery products of Canada are school supplies, including note books and scribblers, note papers and envelopes, papeteries, tablets, blank books and office supplies.

The Copp Clark Co., Limited.

Few stationery houses can trace their existence back as far as The Copp, Clark Co., Limited. While the business has been conducted under various names, the present house is the direct descendant of the original firm of Hugh Scobie, established in Toronto in 1841. Hugh Scobie was succeeded by W. O. Chewett & Co., who for many years carried on business on King street east, where the store of the W. A. Murray Co. now stands. Chewett & Co. were in turn succeeded by Copp, Clark & Co., the firm consisting of the late W. W. Copp, the late Henry J. Clark, and the late Charles Fuller. The first warehouse of the company was located at 47 Front street east, and later the business was moved to 9 Front street west.

In 1885 The Copp, Clark Co., Limited, was incorporated with a capital of $200,000, and with Messrs. Copp, Clark and Fuller as directors. About twelve years ago a re-organization became necessary, owing to the death of all three. Strange to say, they passed away within two years of one another. The company as it now stands was then formed, with Mr. H. L. Thompson, president; Mr. Wm. Copp, vice-president, and Mr. A. W. Thomas, secretary-treasurer. The handsome warehouse on Front street west, which was destroyed in the great fire of 1901 was erected in 1900 and was thus only in use for four years.

Warwick Bros. & Rutter, Limited.

The business which to-day bears the name of Warwick Bros. & Rutter, Limited, originated in the year of 1848, in the Town of Woodstock, Ontario, where it was established by the late William Warwick. In a few years it had become one of the best retail businesses in Western Canada, a bookbinding establishment had been added, and a considerable local jobbing business was also carried on. In 1868 Mr. Warwick decided to move to Toronto, where he could develop the wholesale business. A warehouse was opened at the corner of Wellington street and Leader Lane, and a bookbinding plant installed for the manufacture of blank books and stationery. In the course of a few years Mr. Warwick moved to 8 and 10 Wellington street east, where, with larger premises, the business continued to progress.

In 1880 Mr. Warwick admitted his eldest son, Guy F. Warwick, into partnership, but unfortunately before the end of that year he was thrown from his carriage while driving and injured so badly that he died within a few weeks. The loss of the head of the firm was keenly felt,



Arthur Reed,
Manager of the Stationery Department of the Copp, Clark Co., Limited.

but the responsible heads of departments rallied to its support and helped to place it on an assured basis.

In 1885 the firm name of Wm. Warwick & Son was changed to Warwick & Sons, on the admission of Mr. George R. Warwick. The following year Mr. Arthur F. Rutter, who had been with the house since 1873, was taken into the firm, and Mr. Charles E. Warwick, the youngest son, was admitted in 1888. In 1893 the firm name was changed to Warwick Bros. & Rutter, and in 1904 it was incorporated as Warwick Bros. & Rutter, Limited.

The premises on Wellington street were soon found to be too small, and in 1888 the buildings at 68 and 70 Front street west were erected. These buildings were designed especially to suit the requirements of the business, and for many years they served their purpose admirably. In the great fire of 1904 they were destroyed, and the large warehouse and factory now occupied by the firm at the corner of King street and Spadina avenue was erected immediately.

The house has always been conspicuous for the active progressive policy which characterizes its management. With splendid manufacturing facilities, both in the bookbinding and printing departments, their productions have been original and striking, and their novelties have been the leading features of the stationery trade in Canada from season to season. During recent years they have given special attention to the printing and publishing of picture post cards and illustrated souvenir books, and their three and four color printing of this kind is the best that has yet been produced in Canada.



Arthur F. Rutter—Vice-President.



George R. Warwick—President.



Chas. E. Warwick—Secretary-Treasurer.

OFFICERS OF WARWICK BROS. & RUTTER, Limited.

As at present organized, every department of the business is in charge of a skilled and competent official. The general administration is in the hands of Mr. George R. Warwick, president; Mr. A. F. Rutter, vice-president, and Mr. C. E. Warwick, secretary-treasurer. Mr. N. A. Sinclair is buyer with immediate supervision of the stationery and fancy goods departments. Mr. E. J. Hathaway is in charge of the manufacturing department, with Mr. Charles Johnson as foreman of the bookbinding and Mr. W. J. Foster as foreman of the printing branches. All of these officials have seen many years in the service of the house.

The traveling staff is composed of Mr. George Hazen, in the Maritime Provinces; Mr. H. C. Woods, in Manitoba, Western Canada and British Columbia; Mr. George E. Bryant in Northern and Central Ontario; Mr. William Woods in Western and Southern Ontario, Mr. James Fraser in Eastern Ontario and Quebec, and Mr. John Allen, city traveler. Mr. Richard T. Lewis is the Toronto representative for special blank books and printing.

Buntin, Gillies & Co., Limited.

The extensive business carried on by this company in Hamilton as wholesale stationers and paper dealers, was founded in the year 1848 by the late Alex. Buntin, who had shortly before arrived in Canada from Scotland. The business was originally carried on on the second floor of a building on the north side of King street, near John street, Hamilton. The energetic young Scotchman rapidly built up a large connection, and was soon afterward joined in the business by his brother, the late James Buntin, on whom the management devolved.

The founder moved to Montreal, where he established a similar business, and later purchased and conducted the paper mills at Valleyfield, P.Q. The bookkeeper at Hamilton at this period was the late Mr. John Y. Reid. Owing to the extension of the business a similar establishment was opened in Toronto, under the name of Buntin, Bros. & Co., Mr. Reid removing to the Queen City to take charge of same.

Under the management of Mr. James Buntin, the growth of the Hamilton business was rapid. Several moves to larger premises were necessary, and in 1861, when Mr. James Buntin died, the firm occupied a large building on the south or wholesale side of King street. On the death of Mr. James Buntin the firm name (which had previously been James Buntin & Co.) was changed to Buntin, Gillies & Co., the resident partner and manager being the late Mr. David Gillies, father of the present president and treasurer of the company.

The illness and death in 1888 of Mr. David Gillies brought about a dissolution of the partnership, the interest of the senior partner being purchased by Mr. Gillies' executor, who carried on the business from that time until the formation of the present company in 1903. During this period the business, under the management of Mr. C. W. Graham, who had entered the employ of the firm in 1879, continued to grow and prosper. In 1903 it was deemed expedient to incorporate under the name of Buntin, Gillies & Co., Limited, the directors and officers of the company being J. B. Gillies, president; C. W. Graham, vice-president; D. S. Gillies, secretary-treasurer.

The disastrous fire in Toronto, in April, 1904, which so crippled the other wholesale stationers and paper dealers of Ontario, threw a tremendous responsibility on the Hamilton house. Business poured in on them, but by immediate increase of premises and staff, and with the help of the stock carried in Montreal, they proved equal to the emergency, and that the inconvenience to the printers and stationers throughout the country was not much greater, is due in a large measure to the successful efforts put forth by Buntin, Gillies & Co., to supply the wants of the trade. They were fortunately able to im-



John R. Barber. J. F. Ellis.
The Barber & Ellis Co., Limited.

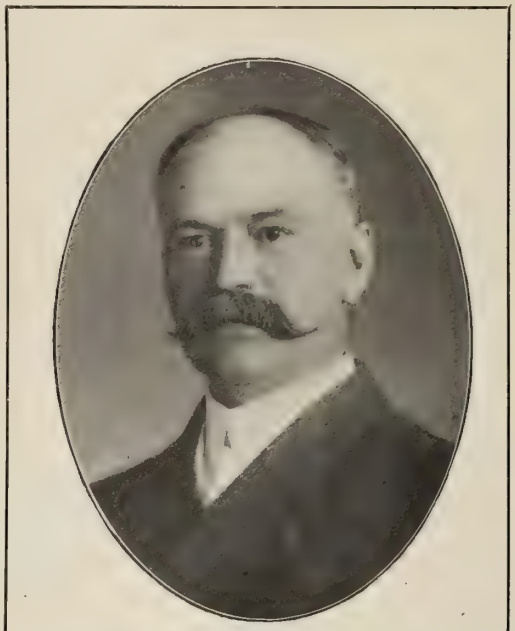
mediately secure possession of a large warehouse adjoining their King street premises, and with this additional room and an increased warehouse and office staff, the extra business was handled in a remarkably successful way.

The firm of Buntin, Gillies & Co. was one of the pioneers in sending travelers to the Western Provinces. Long before the C.P.R. was built they were well known in Manitoba, Northwest Territories, and British Columbia, and still have a large and growing trade in the west. The traveling salesmen are Mr. Rason, Mr. Peene, Mr. Kenny, Mr. L. D. Graham, in Ontario; Mr. Cunningham, in Western Provinces; Mr. Everett, resident at St. John, N.B., in Maritime Provinces; Mr. Little, resident at Montreal, in Province of Quebec.

In March, 1900, a branch was opened in Montreal, under the management of Mr. T. B. Little, of that city. This branch has been eminently successful, and fine premises at 130 Craig street west have recently taken the place of those destroyed by fire this Spring—the only fire loss the firm has suffered in fifty-seven years of business.

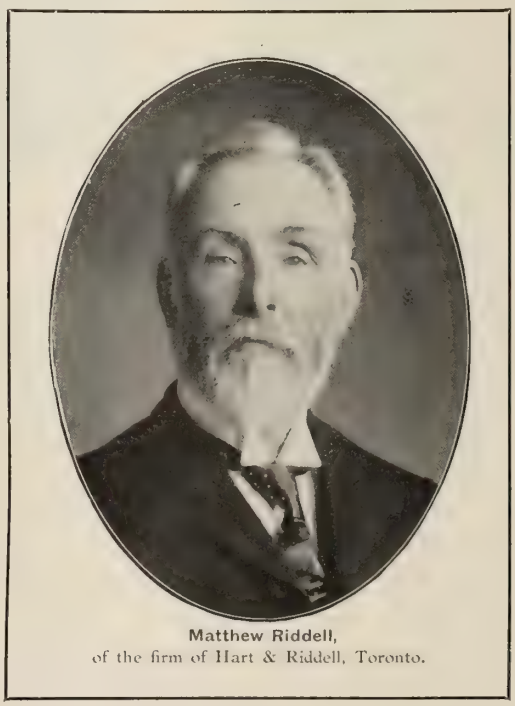
The Barber & Ellis Co., Limited.

The Barber & Ellis Co., Limited, are now in their thirtieth year, having been formed in 1876 by James Barber, jr., of Georgetown, and John F. Ellis, of Toronto. A few years later John R. Barber bought out the



S. R. Hart,
of the firm of Hart & Riddell, Toronto.

interest of James Barber and has been associated in the firm with Mr. Ellis ever since. In the disastrous fire of 1904 this company were heavy losess, but they were undaunted by the disaster and immediately looked around for new premises. After due deliberation, they thought it



Matthew Riddell,
of the firm of Hart & Riddell, Toronto.

wise to erect a factory in Brantford. This has now been completed and equipped with modern machinery and is turning out a million envelopes a day. Envelopes have always been the firm's specialty and they are considered the oldest manufacturers of them in Canada. They make

a large variety of sizes and shapes. They also make papeteries, writing tablets and ruled goods and carry a large stock of writing papers and printers' supplies. All orders outside Toronto are filled from the Brantford and loose leaf; lithographers', engravers', embossers', printers' fine stationery, envelope makers, engravers and lithographers to the trade. Also extensive dealers in high-grade flat papers, specially watermarked.



D. S. Gillies,—Sec-Treasurer.



J. B. Gillies,—President.



C. W. Graham,—Vice-President.

OFFICERS OF BUNTIN, GILLIES & CO., Limited.

warehouse, while the city's needs are looked after by the head office and warehouse at 72 York street. Mr. John R. Barber is president of the company and Mr. J. F. Ellis treasurer and managing director.

Hart & Riddell.

This business was established in 1873, and Mr. S. R. Hart has been connected with it from its inception. In 1892 Mr. Matthew Riddell, who had been a director of

John Underwood & Co.

More than a century ago the firm of John Underwood & Co. was established in England, and some twenty years ago a Canadian branch was opened in Toronto. This, therefore, makes the firm the oldest ink and mucilage manufacturing house in Canada. In addition to writing inks, mucilage, paste, etc., Underwood & Co. also manufacture a fine line of carbon papers for all purposes, and



A. J. McCrae,
Manufacturers' Agent, Toronto.



J. S. M. Ridley,
Canadian Manager of John Underwood & Co.

the great Glasgow house of William Collins, Sons & Co., joined the firm, and it has since been known by its present style. This firm is well known throughout the Dominion as manufacturers of high-grade blank books, both regular

typewriter ribbons of various kinds and colors. The business being done by the firm is steadily increasing, and necessitated the recent purchase of their present large factory at No. 90 Richmond street east. The lines

turned out have won high esteem with the banks, legal firms, insurance companies, mercantile firms, railways, etc. The Canadian manager of Underwood & Co. is Mr.

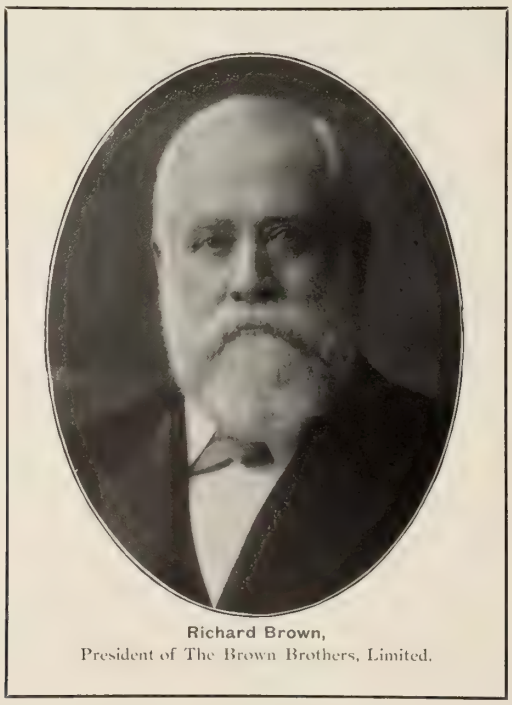


Aubrey O. Hurst,
Canadian Representative of Chas. Goodall & Son.

J. S. M. Ridley, a native of Toronto, who has been with the firm some years.

A. O. Hurst.

Few men in the Canadian trade are more widely and favorably known than the genial representative of Charles Goodall & Son and Stephens' Inks—A. O. Hurst, of Toronto. Mr. Hurst took up these agencies three



Richard Brown,
President of The Brown Brothers, Limited.

years ago, occupying an office on Wellington street, from which he moved this Spring to Scott street. He has made a phenomenal success of both lines, his sales of the Goodall cards having increased five-fold in the three years, and his trade in Stephens' Inks showing almost equal advances. Mr. Hurst has had a lengthy experience, and has traveled for many front-rank firms. Of his 20 years on the road, nine were spent with C. M. Taylor & Co., and six with Warwick Bros. & Rutter.

A. J. McCrae.

One of the well-known manufacturers' agents doing business with the stationery trade in Canada is Mr. A. J. McCrae, of Toronto. Mr. McCrae's connection with the stationery trade in Canada dates back twenty years. Of late Mr. McCrae has been representing a number of manufacturers, among them being the American Crayon Co., of Sandusky, Ohio, and Waltham, Mass.; the D. M. Steward Manufacturing Co., of Chattanooga, Tenn., makers of slate pencils; and other makers of stationery sundries, including wire goods, erasers, toothpicks, etc. Besides representing his firms in Canada, Mr. McCrae covers territory in the United States. Mr. MaCrae has recently moved into new and convenient office quarters at 172 Adelaide street west, Toronto.



J. T. Hornibrook,
Secretary-Treasurer, The Brown Brothers, Limited.

The Brown Bros., Limited.

The Brown Bros., Limited, wholesale and manufacturing stationers, Toronto, are one of the oldest and most favorably-known business houses in Canada. They are probably the only firm in the Dominion who can trace a connection in the same line of industry for over a century and a quarter, the first establishment being opened in Newcastle-upon-Tyne, England, in 1774: Thomas Brown, Newcastle, 1774-1822; Thomas Brown, jr., Newcastle, 1822-1846; Thomas Brown, Toronto, 1846-1856; Brown Bros., Toronto, 1856-1893; The Brown Bros., Limited, Toronto, 1893.

For nearly fifty years the firm occupied premises at 64, 66 and 68 King street east, but these proving i' adequate to accommodate the rapidly-increasing busine a site was secured on Wellington street and a handsome building erected thereon. This fine structure, opened in 1900, and acknowledged to be the most perfect stationery house in America, was, unfortunately, destroyed in the disastrous fire of April 19, 1904. Such a disaster would

have discouraged, if not overcome, the majority of people, but, with the characteristic energy of the company, preparations were at once made to rebuild, and to-day they occupy one of the finest warehouses in the city, built entirely of brick and concrete, stocked with every requisite of the trade and equipped with the finest and most complete machinery that skill could devise or money purchase, for an up-to-date stationery and book-binding establishment.

The company make a specialty of fine ordered account books, for banks and financial institutions, loose-leaf ledgers, leather goods and book-binding. They have secured a great many prizes for excellence in workmanship at exhibitions held in various parts of the world. They won the first prize at the first exhibition held in Toronto in 1846, and at each exhibition since then, at which their goods were shown, have been awarded the highest prize given, securing the gold medal in 1892.

The company are also dealers and jobbers in all grades of paper of which they carry an immense stock, and control special lines with their own watermarks. They also



Albert Brown,
Vice-President of The Brown Brothers, Limited.

carry a large stock of printers' and book-binders' supplies—cards, boards, leathers, cloth, marble papers, thread, wire, etc., and manufacture and keep in stock a complete line of leather goods. This company have published the Canadian Office and Pocket Diaries for the last forty years, and have this year over 250 varieties on their list.

The present head of the company, Mr. Richard Brown, may well be called the "Father of the trade" in Toronto, having at the age of fourteen entered the bookselling and stationery establishment of Mr. Thos. Maclear, Yonge street, in 1848, and in 1856 became one of the partners in the firm of Brown Bros., and on the incorporation of the present company in 1893, became president, which position he still occupies. During his long and successful business career he has given unmistakeable evidence that he is possessed of all those best qualities that are required to make the successful business man.

The present officers of the company are: Richard Brown, president; T. Albert Brown, vice-president, and J. T. Hornibrook, secretary-treasurer.

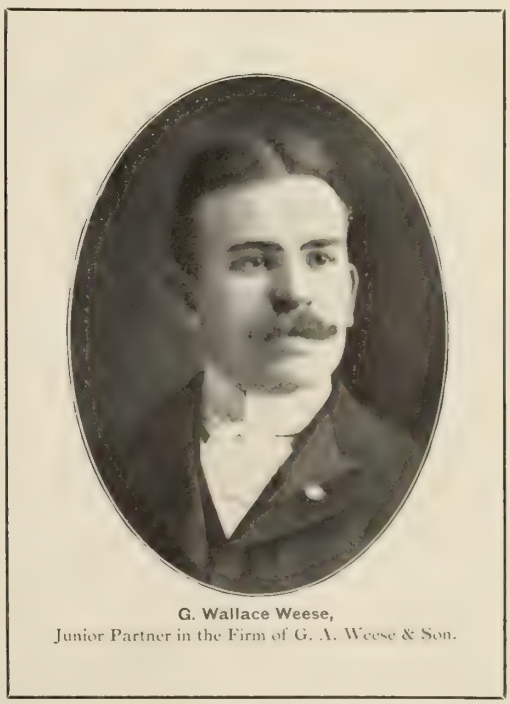
G. A. Weese & Son.

A veteran business man is George A. Weese, the founder of the firm of G. A. Weese & Son, Toronto. It



George A. Weese,
Senior Partner in the Firm of G. A. Weese & Son, Toronto.

is many years ago since first he opened a general shop in Lindsay, and ever since he has been actively engaged in business. From Lindsay he moved to Toronto, opening a store on King street. Later he moved back to Lindsay, where in time he managed six stores. Returning to Toronto, he opened a store on Colborne street, where the



G. Wallace Weese,
Junior Partner in the Firm of G. A. Weese & Son.

King Edward Hotel now stands. From there he moved to 149 Yonge street, returning eventually to 41 Colborne street. Here he branched out into wholesale stationery

and smallwares. For a good many years he occupied premises at 46 Yonge street, finally selling out.

Meantime Mr. G. Wallace Weese, a son, opened up at 54 Yonge street, as Weese & Co. In October, 1903, he



W. P. Gundy,
Vice-President and General Manager of W. J. Gage & Co., Limited.

was joined by his father, and the firm of G. A. Weese & Son was formed. Since then the business has grown, and Weese & Co. have begun to manufacture many of their lines. They have also secured the agency for the Parker Fountain Pen. A second son, Mr. Clayton C. Weese, travels for the firm in the east.

W. J. Gage & Co., Limited.

It is sixty years ago now since this important firm of publishers, manufacturing stationers and envelope makers had its inception. In the year 1845 Mr. Adam Miller, who had hitherto been associated in business with his brother Robert Miller in Montreal, opened up a bindery on an upper floor on Bay street, Toronto. This business was a success from the first, and in a very short time it developed into a wholesale stationery business in more commodious premises.

As years went round, printing and publishing departments were added, but it was not until 1877, when Mr. W. J. Gage became a partner in the business, that it began to attain those dimensions which have made the firm name a household word throughout the whole Dominion.

In 1892 Mr. George Spence and Mr. W. P. Gundy, who had for many years been identified with the business, were admitted to partnership, and a joint stock company was formed with Mr. W. J. Gage as president, Mr. W. P. Gundy general manager and treasurer, and Mr. Geo. Spence vice-president.

As the population of the Dominion grew, the firm of W. J. Gage & Co. were not slow to adopt new methods and they began to devote themselves almost exclusively to publishing their own books and manufacturing their own staples.

In April of last year their entire plant, stock and machinery were destroyed by fire. To-day they have erected a new warehouse on the old site, No. 54-58 Front street west, seven storeys high, of pressed brick and steel with handsome cut stone front, where their offices and sample rooms may be found. The firm have also erected at No. 82-94 Spadina avenue a new factory, modern in all respects. It is of mill construction and practically fire-proof, with the enormous floor space of 120,000 square feet, or over $2\frac{3}{4}$ acres. This factory is equipped with every possible labor saving machine, and is daily turning raw material into finished product in vast quantities.

The most recent and far-reaching step in the progress of this firm was taken when the controlling interest was secured in the Kinleith Paper Co., of St. Catharines. The daily consumption of paper by the Gage Co. is equal to half the product of a large mill, and by securing control of the Kinleith mill, W. J. Gage & Co., Limited, have satisfactorily rounded out their business.

The Colonial Ink Co., Limited.

The Colonial Ink Co., Limited, now of Hamilton, manufacturers of the "Japanese" brand of writing inks, mucilage, typewriter ribbons, carbon papers, etc., was started in Peterboro in June, 1902. It was deemed advisable, however, to move the plants to Hamilton. This was accomplished in June of the present year.

The success of the business proves that the goods turned out by the company are of high-grade quality. An expert chemist is engaged, whose duty it is to test and pass upon every tank of ink or mucilage, and every reel of typewriter ribbon and ream of carbon paper.

Early last year the company decided that it was advisable to have the opinion of an independent expert. Accordingly, samples of the writing inks were forwarded to the chemist of the Inland Revenue Department, Ottawa, with the request that they be tested for permanence and suitability for all important records. The result of the test shows "Japanese" ink to be fully up to the requirements.

The future of the young company is assured. The di-



George Spence,
Secretary-Treasurer, W. J. Gage & Co., Limited.

rectors are bright business men of Hamilton, Toronto and Peterboro, and by aggressive business-like methods and good advertising have made the "Japanese" line known from coast to coast.

Young Bros.

It is four and a half years since Theo. E. Young and Charles F. Young started the now well-known firm of Young Bros., fancy goods and souvenir manufacturers, Toronto. The Young Bros. are Canadians, and started in commercial life at a fairly early age, gaining their experience by practical work.

From the start the business has been an unqualified success, originality and good judgment having been displayed in the selection, design and manufacture of a large assortment of celluloid and leather goods, hand-painted satin and silk novelties, burnt leather articles, calendar card novelties, etc.

The travelers of the firm cover the whole of Canada—Mr. Norbert Metzler working Manitoba and the west, Mr. Nelson Crone, Ontario, and Mr. Fred. Gibson, Quebec and the Maritime Provinces. The development of the business necessitated Young Bros. taking larger premises at the beginning of the year. They are now located at 107-109 Church street, in a building thoroughly well suited to their business.

W. G. MacFarlane.

Aa an apostle of the picture post card in Canada, Mr. MacFarlane occupies a foremost position. About five years ago, in conjunction with Grip, Limited, Toronto, he started out to publish cards and souvenir books. He assumed all the publishers' risks, Grip, Limited, taking care of the details of manufacture. The business grew rapidly, and in February of this year Mr. MacFarlane took the business over from Grip, Limited, and located in the Westwood Building, at 72 Bay street, these premises offering exceptional advantages for offices, sample and warerooms. A month or two later it was deemed advisable to open a branch office in Buffalo to take care of the rapidly-growing American business. The Buffalo offices are at Room 15 Coal & Iron Exchange, Mr. R. F. Stetson being in charge. The trade of Canada from coast to coast and of a portion of the United States is taken care



W. G. MacFarlane.
Manufacturer of Picture Post Cards.

of by three or four travelers. The firm are now making preparations to publish a line of their own in fancy and comic post cards, suited particularly to American and Canadian tastes in this line.

THE MONTREAL STATIONERY MARKET.

THE wholesale stationery trade of Montreal is closely connected with the history of the city, and the various houses have kept fully abreast of the times, carrying stocks not merely adequate to actual needs of the trade, but ever on the alert to offer novelty. The Mont-



Thomas Menzies,
of the firm of Menzies & Co.

real market is being regarded with more importance every year in everything that has any connection with stationery. The strict stationery jobbers have not increased in number and a larger trade is in the hands of fewer merchants. Modern jobbers avoid conservative methods and have been sharpened by close contact with the trade. The stationery business in both English and French trade is established upon a firm basis.

With new ways of doing business and modern advancement, have come larger requirements and these have been adequately met. One of the pioneer houses in the trade, from which McFarlane, Son & Hodgson have really developed, dates back fully half a century and contains many names of men who have made a mark for themselves in the trade in other parts of Canada. Austin & Robertson was one of these venerable houses, afterwards known as McFarlane, Austin & Robertson. Alexander Buntin & Co., Boyd, Ryrie & Campbell, Robert Miller, Son & Co., and W. V. Dawson are some of the other remarkable pioneers, the first three of whom are now out of business. These comprised the main English houses.

In the very early days, Alexander Buntin & Co. were really the pioneer firm, and McFarlane and Boyd both gained their experience in this house, afterwards engaging in business on their own account. The Canada Paper Co., which calls to mind the early management of William Angus, now proprietor of the Auld Mucilage Co., had in those days and still continues to have, a stationery department. Roughly speaking, these firms which aggregated five in number controlled in the early sixties the English end of the stationery trade. To-day McFarlane, Son & Hodgson, W. V. Dawson and the Canada Paper Co. practically are the wholesale stationery jobbers. These firms have expanded greatly and are fully competent to look after the growing trade in proportion as the country develops.

McFarlane, Son & Hodgson.

One of the most important concerns in Montreal and almost a pioneer in the stationery line is that of McFarlane, Son & Hodgson, wholesale stationers and paper



C. H. McFarlane,
of McFarlane, Son & Hodgson.

dealers, 706 Craig street. Their building of four storeys and basement, each floor containing 3,600 square feet, is equipped in the most modern manner possible. Mr. C. H. McFarlane, of the firm, shares with his partner, Mr. A. A. Hodgson, an enviable reputation in the trade. Their sound business ability and wide-spread experience, coupled with an exceptional courtesy, have contributed much to the remarkable success of this firm. The growth of their business is the logical result, not only of the trade facilities and advantages enjoyed by Montreal, but also of the great energy and enterprise which has been manifested in extending their trade connections in all directions and establishing permanent relations. One of the results of this policy is the establishment of a branch house at Winnipeg, and now their travelers cover the entire Dominion. Before engaging in business for himself, Mr. McFarlane was a member of the late firm of McFarlane, Austin & Robertson, while Mr. Hodgson's early experience was gained with the Canada Paper Co. He afterwards spent a year in the paper business in Paris, France. This firm have managed business with a consummate skill and proved themselves equal to every emergency. It can well be said that they exhibit the most advanced type of business ethics, and while their growth has been rapid, it has been on a solid foundation.

This house got their start in 1891 at 316 St. James street, under the style of David McFarlane & Son. At that time the firm was composed of Mr. David McFarlane, Mr. C. H. McFarlane and Mr. A. A. Hodgson. This firm prospered considerably and emerged from a disastrous fire on the 2nd of January, 1897, with renewed courage and enterprise. The difficulties of such a situation cannot easily be imagined except by those who pass through similar circumstances. They started afresh at 636 Craig street. The firm name was changed in December, 1897, to McFarlane, Son & Hodgson. The senior partner, Mr. David McFarlane, died in April, 1901. He had done much to be remembered as a remarkable pioneer. The business was then carried on by the remaining partners, the present members of the firm. So successful has been the result that in December, 1903, they moved to their present spacious warehouse. The character of the business is plainly indicated by this splendid edifice. In fact, the volume of their business has doubled within the past four years

Mr. H. Van Duyne, of the Dennison Mfg. Co.

Mr. H. Van Duyne is one of the younger generation in the stationery trade who has made a decided success at an early age. A glance at his career shows an intense determination for a certain purpose followed with persistent energy, which has been instrumental in his winning his present pre-eminence. Like so many successful men, his early experience was gained in the retail trade, first in a department store in Newark, N.J. At an early age his ambition was to get in close touch with the New York wholesale stationery houses, and with this in view he gave up a lucrative position in a department store to enter a small Newark retail stationery house where he could get in close touch with travelers for wholesale stationers. His ambition was soon realized and he obtained a position with the Dennison Mfg. Co., New York, six years ago. His success may be gauged by the fact that upon their decision to open a Canadian branch the 1st of January, 1903, Mr. Van Duyne was awarded the position of manager. He is a persistent solicitor for business and works upon the policy that no order is too small for his closest attention or no favor too great to be granted. These business characteristics, coupled with a pleasing address, have made him very popular in the Canadian trade.

The Dennison Mfg. Co. were established in 1844 and incorporated in 1878 with a capital of $2,000,000. An inkling of the marvelous growth of the concern is afforded by enumerating their five large houses in New York, Boston, Philadelphia, Chicago and St. Louis, as well as nine sample offices at important points, including the Montreal one, which looks after the Canadian end of the business. As an example of their enormous output,



A. A. Hodgson,
of the firm of McFarlane, Son & Hodgson.

this firm turn out a billion tags yearly alone, a million paper napkins daily and 500,000 rolls of crepe paper monthly.

L. E. Waterman Co., of Canada, Limited.

This firm may be regarded as a very old or a comparatively modern concern, according to the point of view, for if the L. E. Waterman Co., Broadway, New York, are considered, the beginnings of fountain pens must be delved into. On the other hand, the Canadian company is of recent origin, although it is intimately connected with the world-wide parent concern. The story of the Canadian company really begins with their incorporation as the L. E. Waterman Co. of Canada, Limited, on the 24th of November, 1904. As has been pointed out many times previously, the primary object of a Canadian establishment was to facilitate the distribution of their goods and to better serve the interests of a constantly-expanding clientele. Their first office of modest pretensions was located in the Alliance Building, 107 St. James street, Montreal. A phenomenal growth in business soon necessitated a move to larger, more convenient and commodious quarters, at 136 St. James street. These premises are characterized as in many ways the finest and most complete in Montreal. An exterior view gives a somewhat inadequate idea of the showroom. Judging from present conditions, this infant concern bids fair to rival in growth and importance the parent house. The trade has eagerly welcomed the many advantages accruing from even more prompt deliveries and repair facilities, and the future holds in store a bright prospect. A larger and more prosperous result may confidently be expected and a still more gratifying record scored.

Mr. Kastner, secretary and manager of the Canadian firm, exhibits all the grit anh determination which make for phenomenal success and a sketch of his career is an object lesson to the younger generation in the stationery trade. No biography is fuller of a set purpose attained by courageous action and good, hard, fruitful work. Entering Waterman's fifteen years ago at the foot of the ladder, he has step by step advanced, due to a minute study of the business, coupled with an enthusiasm that



E. J. Kastner,
Manager L. E. Waterman Co. of Canada, Limited.

has borne fruit. He displayed the same enterprise while working at the bench, as is now apparent in managing the Canadian concern. His first road experience was in the New England States, which was attended with such brilliant results that he was soon awarded the management of their Boston store. Later he became Waterman's special representative covering practically all parts of United States and some points in Canada. During the past year he has had complete charge of the wholesale



H. L. Lyman,
Manufacturers' Agent, Montreal.

sales department, 173 Broadway, New York. Personally his loss is keenly felt by the trade in New York.

Mr. Kastner, like so many Americans, has already become enthusiastic over Canada and its prospects, and in taking up his residence at St. Lambert's, a riverside suburb of Montreal, he naively says an ideal life is practically assured.

While showing a representative of Bookseller and Stationer through their premises, he pointed out a pencil stock of L. & C. Hardtmuth's goods which he characterized as the most complete in Canada. As a convenience to the trade, their ample stock is more than appreciated and every degree can be supplied. These facilities enable orders to be filled with prompt despatch.

H. L. Lyman.

Among the many Montreal manufacturers' agents, H. L. Lyman occupies a stellar position. Even a casual acquaintance with him discloses a pleasing personality and affords a glimpse of the sterling character which readily explains his popularity in the trade. At present he is the Canadian agent of three widely important English houses, namely, Cooper, Dennison & Walkden, Limited, whose writing inks he has done much to popularize in Canada; James R. Coppley, whose crepe papers have a ready reception, and Jacobson, Welch & Co., whose papeteries are unique. Mr. Lyman is also the Canadian agent for the Spencerian Pen Co., of New York.

His connection with the stationery trade dates back some twenty years, when he entered the New York house of the Dennison Mfg. Co. He soon created an enviable reputation as their representative for many years in the Southern States. New York City was his headquarters for a period of fourteen years. Upon the decision of this firm to push the Canadian trade, Mr. Lyman, a Montrealer by birth, was the natural choice. His first Canadian trip was made in 1887, and the business grew to such an extent that he opened an office on his own account in 1898. Before this period he made Canadian trips

from the time taken off his southern territory. He soon obtained some noted English lines as well as Dennison's, whom he continued to represent till two years ago.

Leading Concerns.

Striking examples of business longevity are afforded by Librairie Beauchemin, Limited, and J. B. Rolland & Fils. The firm of Librairie Beauchemin, Limited, was founded in 1842, and consequently has behind it an unbroken career of not less than seventy-four years. It attained an enviable name at an early day, and under many master minds has undergone an extraordinary expansion. It is no less vigorous to-day, although nearly two generations have passed away. Mr. Daoust is the present efficient manager. At a later date Bookseller and Stationer will have the pleasure of publishing an interesting, comprehensive account of this remarkable firm.

Another house of venerable age and wide Canadian reputation is that of J. B. Rolland & Fils, which got its start as far back as 1842, and now after a lapse of over sixty years retains all the virility of youth. This firm



Hon. J. D. Rolland,
President of J. B. Rolland & Fils.

was founded by the late Hon. J. B. Rolland, who died in 1888 at the ripe old age of 73 years. It is told how his first entrance into Montreal was into a building adjoining their present building on St. Vincent street. Their present building has been occupied continuously since 1846. The late Senator, who had traveled with a basket and later with a horse and cart selling various articles throughout the province, lived to see the modest firm take a premier position in the trade. Their early success was made in selling various religious articles and church ornaments. The Hon. J. D. Rolland, at present president of the firm, whose portrait appears, has done much to win an enviable reputation in the trade. He is also a managing director of the Rolland Paper Co., and president of the Northern Mills Co. As a stationery house, J. B. Rolland & Fils cover with their representatives all Canada. An interesting development may confidently be expected.

Other firms who have contributed materially to the history of the stationery trade of Montreal, but are now only a memory, are Gerney & Hamelin, Fabre & Gravel, Chapleau & Lebelle, and Payette & Bourgeault. The trade now is in the hands of three large houses and a number of small ones. These firms have selected active and intelligent representatives in every part of Canada.

W. V Dawson.

There are few houses that enjoy the length of days or continued prosperity of this firm, which is now regarded as one of the leading wholesale stationery jobbers in the trade. The firm of W. V. Dawson was established in the early sixties, by its present sole proprietor, who has prospered remarkably as the years passed by. Mr. Dawson is but another of the many in the Montreal trade who gained his early experience with Dawson Bros. Upon the founding of his firm he was their sole representative, and covered in those days all the developed parts of Canada. Since then his men may be found in every territory. Business has naturally grown much. Mr. Dawson personally retains all the active and aggressive virility of youth. From the agency of Alexander Cowans, Edinboro', in which capacity this firm were first established, they have developed into comprehensive jobbers, and expect to maintain a premier position in the trade.

French Jobbers.

Commercial houses that have weathered the storms of half a century are by no means a rarity in the wholesale stationery trade looked after by houses of French origin. These pioneer firms in the stationery line have done much to prove that race distinction in Canada is practically a fallacy. To-day their travelers cover the entire Dominion and the warmth of their reception effectually proves that business relations are all that could be desired. From modest early beginnings of a local nature, firms of national reputation have developed. Like the English trade, business to-day is transacted by fewer firms in strict stationery lines, omitting the various houses catering to religious ornaments of various character. Librairie Beauchemin, Limited, J. B. Rolland & Fils, and Granger Freres, all transact an amount of business entirely creditable. The ramifications of the first two firms are bewildering in the extreme and exhibit marked developments from the parent houses, in the bookselling, publishing, printing and all branches of the stationery line. The wholesale stationery trade fairly well keeps up the reputation of the retail centre and establishes Montreal in a good position both for the number and extent of the establishments. The three main firms to-day have spacious establishments, and contain accounts on their books of merchants in every part of Canada. For Quebec Province, Montreal is the natural market, and on the principle that "blood is thicker than water" the retail trade is strongly inclined to buy in that market. Further than this, this market caters very largely to the wants of that section. The Montreal houses are specialists in an age of specialization and devote much time and energy to the needs of the Quebec storekeeper. Old-fashioned conservatism and the policy of "let things well enough alone," are now no longer recognized.

Mercantile Stationery Houses.

In this branch of the trade the modern marked trend of specialization is most apparent. Office stationery in the early days used to be entirely in the hands of the wholesale stationery trade, while to-day specialists of no mean ability have arisen to give their entire time and attention to this branch, studying closely its various needs from every point of view. This trade to-day is now practically in the hands of Morton, Phillips & Co., Chas. F. Dawson, Joseph Fortier, and Barwick, Millen & Co. The need of a special training in this branch has

more than justified the existence and continued expansion of these firms. This trade has developed during the past twenty years and many and radical have been the changes in that time. With the growth of Montreal in all manufacturing lines, this trade has fully kept pace.

Robert Graham is really the founder of this branch, and his memory is still cherished with pride and confidence by those in the trade. George Horne is another pioneer. His name is but a memory. H. A. Dawson is another house whose career extended until two years ago.

The firms to-day exhibit an accurate reflection of the latest achievements in the art of catering to this trade. A glance at their history is instructive. As has been already pointed out, Chas. F. Dawson, whose new store on Notre Dame street is regarded as being one of the most complete in the trade, succeeded from Dawson Bros. Joseph Fortier succeeded to the business of Sutherland, who in turn carried on the trade of Robert Weir & Co. Barwick, Millen & Co. have succeeded to the business of John Parslow. No new outside firms have engaged in this trade in recent years.

Librairie Granger.

Among the many progressive French stationery houses that of Librairie Granger takes a front rank. To-day they maintain two separate stores of spacious size, Librairie Granger as the wholesale, and Granger Freres, retail. Under the efficient management of Flavan J. Granger, both firms have expanded to a marvelous extent. The separate wholesale establishment was found a necessity in 1902, due to a growing trade, and its prosperity has more than proved the justification of its existence. At that time, the stock of Cadieux & Derome was purchased and formed a strong groundwork for their wholesale dealings. To-day this firm cover with their representatives Ontario, Quebec and the Maritime Provinces. Two travelers are maintained in Montreal City and two also in Quebec, while six regular representatives cover Ontario, Quebec and the Maritime Provinces. The range of samples shown includes a wide variety of stationery lines and fancy goods, as well as religious articles.

This firm was founded in 1885 by its present proprietor, Flavan J. Granger. A year later he took into partnership his brother, Hector A. Granger, the style of the firm being changed to Granger Freres. Upon the death of Hector A. Granger in 1889, another brother, Alphonse A. Granger, was taken into partnership, the style of the firm remaining unchanged. Mr. Alphonse A. Granger is a member of the Canadian Manufacturers' Association and is now on an extensive European trip. Mr. Flavan J. Granger is a prominent member of the Montreal Board

Morton, Phillips & Co.

Morton, Phillips & Co. can well be called the senior house in the stationery trade in Montreal, as they succeeded to the business of the late Robert Graham, who originated it as far back as 1829. The present firm date from 1869, when Mr. Henry Morton associated himself with the present sole member of the firm, Mr. Chas. S. J. Phillips, under the style of Morton, Phillips & Co. Contrasted with their present spacious and complete building, this early beginning exhibits striking changes. They opened business in Notre Dame street in the half of the present ground floor and the two upper storeys. They commenced with eight persons who did all the work in all departments of the business. Shortly afterwards, Mr. T. C. Bulmer was admitted into the firm, and in 1872 the firm name was changed to Morton, Phillips & Bulmer. Still another change was made in 1890, due to the retirement of Mr. Bulmer, when the firm resumed its old name of Morton, Phillips & Co.

In 1879 printing was added to the business, when Mr. Hugh Cameron was admitted as partner in that department. Mr. Cameron retired from the firm in 1900. Another force in the building up of this business was Mr. R. J. Gibson, who had entered the service of the firm as early as 1870 and worked up to a junior partnership in 1890. He died July 27, 1904, after a lengthy illness. Henry Morton retired from the firm for a well-earned rest in 1899. He still retains an interest in the business and is almost a daily visitor to the establishment. He was born in London, Eng., in 1828 and was brought to Canada in 1832. Mr. Chas. S. J. Phillips was born in Quebec on October 18, 1844, and was employed successively by George Dowker & Co., Robert Graham, founder of the house, and at Ottawa as manager for Horne & Hope. He then traveled to represent Richard Worthington until 1869, when the firm of Morton, Phillips & Co. was formed.

The business has steadily increased until now the firm occupy the two buildings, 115-117 Notre Dame street west, besides store room outside. Employes now number



Charles S. J. Phillips,
Head of Morton, Phillips & Co.

from ninety to a hundred the year round. This firm, as is so well-known, confine themselves altogether to commercial lines, bank, railway, and joint stock company work. They have an up-to-date bindery and printing office and a stock of stationery which is unsurpassed. They are the only publishers of commercial works in Canada, a list of which is published regularly in Bookseller and Stationer.

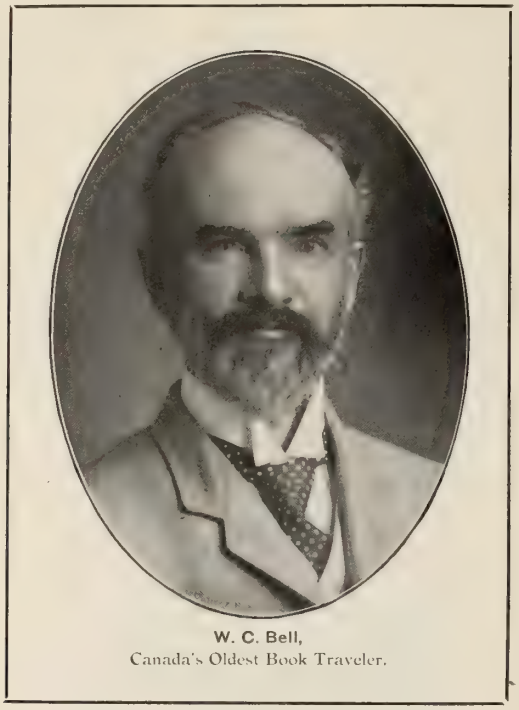
A new 1905-1906 catalogue of school books and school requisites of all kinds has been issued by The Copp, Clark Co., Limited. All dealers should have this catalogue on file.

* * *

A booklet describing "Paperoid" wallets and other articles which "wear like leather" has been issued by the manufacturers, Alvah Bushnell Co., Philadelphia. The advantages of paperoid envelopes are numerous, the chief being greater durability.

CANADA'S OLDEST BOOK TRAVELER.

IT would be a surprising thing to find a bookseller in the Dominion of Canada who has never seen or heard of W. C. Bell, book traveler for The Copp, Clark Co., Limited. So long has he been on the road, so thoroughly has he covered every part of the country, and so agreeable



W. C. Bell,
Canada's Oldest Book Traveler.

an individual is he, that not to know "Billy" Bell argues one a very suburban bookseller indeed. In the publishing trade he is equally well known and he is liked by everybody.

At the early age of fourteen, Mr. Bell launched out into the business world and he has been sailing his ship ever since. He started out as collector of books for that most famous of Canada's older book houses, James Campbell & Son, of Toronto. At fifteen this enterprising youth took his initiation as a commercial traveler, journeying east to Halifax, St. John and Montreal. These, indeed, according to Mr. Bell, were the halcyon days of the "bagman,"—no necessity for any "dumping clause," as the visits of the United Stateser or the Britisher were few and far between. It was the paradise era in the life of the Canadian book traveler.

To-day business is equally as good, but greatly transformed,—beneficially no doubt,—for instead of being merely a jobber, the wholesaler is compelled to be a publisher, and naturally must rank, in a smaller degree, with the great publishing houses of the world. In the retail trade, there are to-day men in Canada who, for the versatility of their knowledge of books, have not their peers anywhere.

Mr. Bell was with C. M. Taylor & Co., Toronto, for a number of years, and then accepted his present position with The Copp, Clark Co. He possesses a large library, which, in his own words, "is a source of great comfort to his friends," and his collection of old prints and colored caricatures is probably one of the largest in Canada.

HIGH-CLASS LEATHER.

A specialty of fine leather for the arts and trades is made by the old-established firm of Clarke & Clarke, Limited, Toronto. They aim to produce the best qualities possible in all the many lines they manufacture, which, with reasonable prices and fair dealing, accounts largely for the very extensive business they have built up in Canada and abroad. Further information is supplied in an advertisement on another page.

GLEANED FROM BYGONE DAYS.

AN accident of a rather serious nature happened about two weeks ago to Mr. Arthur Rutter, well known in connection with Messrs. Warwick & Son's establishment. Mr. Rutter was driving a buggy in which also his wife and child were seated, when the horse made a sudden bolt, tossing out the occupants of the buggy. Mrs. Rutter and child escaped with sundry bruises and scratches of an unpleasant nature, but Mr. Rutter's foot having caught in the lines, he was dragged some distance with considerable rasping of hands, face and clothing.—Sept., 1884.

* * *

T. J. Day, not content with his big store in Guelph, has opened up in Berlin with a large and varied stock of goods.—Nov. 1887.

* * *

The Barber & Ellis Co. have just got into their new building on Bay street. The inside is still in a state of chaos.—Nov. 1887.

* * *

T. N. Hibben, Victoria, B.C., has admitted as partners C. W. Kammerer and W. H. Bone, under style of T. N. Hibben & Co.—Sept. 1884.



William Tyrrell,
Toronto's Leading Bookseller.

Mr. James Bain, of James Bain & Son, met with an accident at his residence, Sherbourne street, Toronto, by falling from an apple tree.—Nov. 1884.

* * *

A happy man is Andrew Mackinlay, of the firm of A. & W. Mackinlay, Halifax, who has formed another part-

nership, this time for life's journey. At St. Mary's Church, Ayelsford, he was married to Miss M. E. Harris, early in October.—Nov. 1881.

* * *

Messrs. James Campbell & Son's well-known traveler, Mr. H. C. Cooch, has just committed matrimony with Miss C. E. Holmes, in which act he was aided and abetted by the Rev. Arthur Baldwin, of All Saints, Toronto.—Sept., 1884.

* * *

On the 23rd ult. Mr. D. A. Rose, manager of the Rose Publishing Co., was startled by the arrival of a bouncing boy; weighing, oh! ever so much. But as it was (as the strawberry dealers say) the first of the season, something gratifying was looked for and there was no disappointment. Can our contemporaries do better ?—Sept., 1884.

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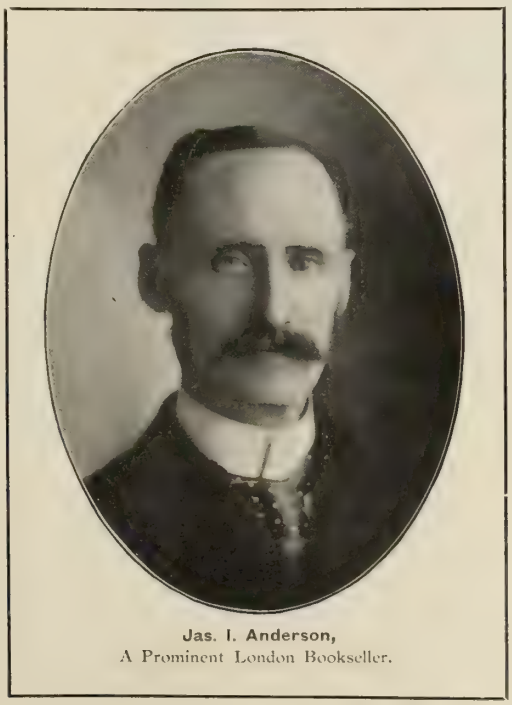
Hodgson, Sumner & Co., Montreal, are the busy house—opening at 7 a.m. they seem to be rushed all day. Tom Hodgson has both life and energy, and is universally liked.—June, 1888.

* * *

The completion of the magnificent building of Warwick & Sons, next the Queen's, is near, and when Buntin, Reid & Co.'s fine five-storey and basement brick and stone building on Wellington street, near Bay, lately commenced, will be ready for occupancy, there will be less shoe leather used when many calls have to be made.—July, 1888.

* * *

It is the season for mating among men, so Robert J. Berkinshaw, on the 30th of November last, was united in marriage to Miss Coulton. The wedding cake was so huge that he will have a good-sized piece for everyone, so don't give him an order until he gives you your share.—Jan., 1888.



Jas. I. Anderson,
A Prominent London Bookseller.

Acting on the advice of the executive committee, President Sharp has appointed the following members of the Ontario Booksellers' Association as a committee to consider the question of copyrights : T. J. Day, B. H. Rothwell, J. G. Cloke, W. Middleton, James Bain, A. G. Watson, S. R. Hart, A. S. Irving, and Henry Hutchison, convener.—August, 1888.

* * *

D. T. McAinsh, Toronto, is now sole proprietor of the handsome bookstore, corner Adelaide and Toronto, having bought out the interest of his late partner, D. O. Ellis.—Aug., 1888.



J. G. Cloke,
Hamilton's Long-Established Bookseller.

* * *

A. O. Hurst, with C. M. Taylor & Co., has taken a little variety on his last trip. This time he was to have started from Woodstock on the 26th of last month with only one trunk and—a wife. The employers of the establishment, through A. G. Lee and H. C. Cooch, presented him with a handsome silver tilting pitcher, accompanied by all manner of nice speeches and wishes for future happiness. May the sun of happiness brighten the path of the young couple.—October, 1888.

* * *

Guelph is thriving. Mr. W. G. Nelles has found it necessary to have larger premises to enable him to meet the growing demands of that city, and has taken possession of a fine store near the post office.—Nov. 1888.

* * *

Mr. George H. Doran has succeeded Mr. H. H. Bebis, of the Willard Tract Depository.—Nov., 1888.

* * *

W. K. Ireland, bookseller and stationer, of Owen Sound, passed through the city the other day on his wedding trip.—Nov., 1889.

* * *

Mr. W. M. Lowery, of the firm of Lowery Bros., stationers, Petrolea, was married on the 14th inst. to Miss Mary E. McPherson, youngest daughter of Geo. S. McPherson, Esq., Petrolea.—Feb., 1890.

* * *

F. H. Moody, late of the J. F. Austin & Co.'s staff, now represents the Willard Tract Depository, and covers the ground east and north of Toronto, taking the place of A. J. McCrae, who is carrying on a business of his own.—April, 1889.

* * *

Mr. W. R. Pringle has gone over to J. B. Rolland &

Sons, Montreal, and will hereafter represent them in the Maritime Provinces.—October, 1889.

* * *

The removal of Buntin, Gillies & Co., Hamilton, 70 King street east, "opposite the Gore," was a move in the right direction.—Oct., 1889.

* * *

Mr. Henry Brophy, the cashier of the Montreal News Co., was in the city a few days last week. He is captain of the Montreal Lacrosse Team, who defeated the Torontos on the 1st.—July, 1891.

* * *

Regarding games, I was told by The Copp, Clark Co., Limited, that their list would be issued shortly. Such favorites as Old Maid, Lost Heir, Authors, Dr. Busby, etc., will be found on the list.

partners at Mr. F. W. V. Mitchell's charming residence at Edgbaston.

In the afternoon the whole of the emoloyes met at the Botanical Gardens, when a short history of Mr. Nicholls' connection with the firm from the age of eleven was told by Mr. A. B. Mitchell, the senior partner, who, on behalf of the firm, presented Mr. Nicholls with a handsome roll-top desk.

Mr. Nicholls was also the recipient of presents in token of the esteem in which he is held by both the Birmingham employes and also by the London staff.

The whole firm then sat down to a well-served dinner, during which a few suitable speeches were made, which illustrated the kindly feeling existing between employers and employed.



The Old Warwick Store at Woodstock.
To this store may be traced the beginnings of the business.

AN INTERESTING EVENT.

ON July 6 a rare and interesting anniversary was celebrated by the firm of Wm. Mitchell, the well-known pen makers of Birmingham and London. The occasion was the completion of 60 years' service of Mr. Joseph Nicholls, the cashier at the works. Few can claim the honor of such long service in one firm, and the occasion was fitly marked by a meeting of all the proprietors and employes at Birmingham.

After a hasty tour of the works, during which various interesting processes of pen-making were ably explained by Mr. W. B. Mitchell, the office staff of both the London and Birmingham houses were entertained at lunch by the

NEW JUVENILE.

"Christmas With Santa Claus" is the title of Frances Trego Montgomery's new book, which will be published within the next month. It tells of the experiences of a small boy and girl who are carried by Santa into his domain just a few days before Christmas, how they are entertained by Mrs. Santa Claus, and of the wonderful things they saw while there. The book will please the little men just as well as the little women. It is handsomely illustrated by Ruth Mary Hallock, who has won wide notice through her charming pictures of the children. Mrs. Montgomery is well known among the juvenile readers, being author of the famous "Billy Whiskers Series." ($1.00.) The Saalfield Publishing Co.

A MODERN WAREHOUSE AND FACTORY

WARWICK BROS. & RUTTER, LIMITED.

A STREET car ride of six minutes from the Union Station, Toronto, will bring a visitor to the new warehouse and factory of Warwick Bros. & Rutter, Limited, at King street and Spadina avenue, the new business centre of the city. The buildings, designed by Mr. Geo. W. Gouinlock, have been erected on an L-shaped parcel of land, with frontages on both thoroughfares. The lot on King street is 45 x 130 feet in extent, and the lot on Spadina avenue 85 x 230 feet. On the former a handsome four-storey and basement warehouse of red brick and stone has been erected, and on the latter a factory building, which in point of design and equipment has no equal in Canada.

The Warehouse.

Built for service, the warehouse is a substantial, well-lighted and fire-proof structure. The walls are of brick, erected on a concrete foundation, and the columns and beams supporting the various floors and roof are of steel. The floors and roof themselves are of concrete, reinforced with expanded metal, while the concrete is carried around the beams so as to protect them in every particular. The windows throughout the building are set in sheet metal frames, and the sash glazed with wire woven glass. Each floor is provided with drains, to which the floor slopes, so that in case of fire floors beneath can receive no damage by water. The elevator is enclosed in a brick encasement, independent of the building, and closed off with iron fire doors. The stairway is likewise in a separate compartment, and is built entirely of concrete.

Ground Floor.

Entering the main door on King street, which is flanked by two large plate glass windows, the visitor finds himself immediately inside the office. To his left extends a row of private rooms for the various members of the firm. To the right are located the general offices. The fittings are of quarter-cut oak, with glass panels, on which are inscribed the firm's monogram. The desks and furnishings were specially made by the Library Bureau of Ottawa. Back of the offices is located the sample room, furnished with quartered oak display stands. Here are shown samples of every article kept in stock, so that it is unnecessary for the customer to proceed any further in making purchases. So convenient is the arrangement that he can make his selection of goods, transact necessary business with the office, and see any member of the firm or the head of any department without moving more than a few feet.

To the rear of the sample room is the shipping department, and here the facilities for handling the goods are found to be admirable. Goods for shipment either come down the main elevator or, if they are small in bulk, down a dumb waiter. They are immediately transferred to a long counter. Here the checkers receive them and pass them over to a second parcel counter, from which they are duly packed and labeled. From here they are transferred to the waiting carts at the shipping door. The entire system reduces the risks of shortages or other mistakes to a minimum.



Warehouse and Factory of Warwick Bros. & Rutter, Limited

The Other Floors.

On the first floor is to be found the stock of shelf stationery, blank books, writing tablets, etc. The fixtures are all plain, strong and serviceable, and not an inch of waste space is to be found from one end of the floor to the other. So compact is the stock that many orders are filled on the one floor alone. The second floor contains the stock of envelopes, papeteries and school stationery. The third floor is given over to the import business, for which Warwick Bros. & Rutter are noted. In the basement stand huge piles of paper, the reserve stock for the factory.

The Factory.

Approaching the factory from Spadina avenue, the visitor is agreeably surprised to find its front ornamented with flower boxes and vines, while flower beds are scat-

tered over the lawn, which extends to the road. The latter are at present filled with bright-colored foliage plants, which spell out the latters W. B. & R. So attractive an exterior bespeaks an equally attractive interior, and that is just what the visitor finds on entering.

For a moment the eye is confused by the scene which presents itself. It is all so large, so bright and so animated that it takes a moment to accustom one's self to the surroundings. This statement will possibly be better understood when it is explained that the factory is all one immense room, covering an area of upwards of 20,000 square feet. The roof is thirty feet in height, and the building is lighted from a double row of windows on all four sides, and numerous skylights from one end of the room to the other.

Work amid such bright and pleasant surroundings must be a delight. There is no close atmosphere, no dim corners, no climbing of stairs, no danger from fire. In fact conditions are ideal, and judging from the appearance of the 250 employes they find the place much to their taste.

The Equipment.

When Warwick Bros & Rutter erected their new factory they started with a clean slate. That is, they did not have a single printing or binding machine in their possession. They were consequently able to purchase a brand new equipment, and they set about doing so with the purpose of securing the very best. The result is that in their factory to-day they have the most modern machines that money can buy, and they are able to state that there isn't an up-to-date machine now made that is not used by them. They have a battery of ten Mergenthaler linotypes, which they claim is the largest single plant in Canada. Their plant of cylinder presses are all Miehles, and in the bindery they are equipped with folding machines, cutting machines, ruling machines, stitching machines, presses, rounders, backers, embossing machines, etc. Every machine is run by an individual motor, of which there are 48 in the factory, doing away with the use of shafting.



Factory of Warwick Bros. & Rutter,
Showing portions of the Press Room and Composing Room.

The Arrangement.

In the factory, as in the warehouse, everything has been arranged to facilitate the work and to economize labor and time. Material is received at one end and passes directly to the first process in its making-up. Then it is carried on step by step until it is completed, when it is transferred directly to the warehouse. A steady stream is thus kept up, which is not interfered with by any backward movements.

In a Mezzanine floor across the western end of the building is located the composing room. This department is equipped with a large assortment of the most modern type faces and type materials. The cabinets, frames and stones have all the latest labor-saving devices.



Factory of Warwick Bros. & Rutter,
Giving General View of the Bindery.

Immediately below the composing room is the press room. A solid concrete floor built on the ground ensures a firm foundation for the heavy machinery. So solid is it that when a press is running at full speed a coin may be rested on its edge on any part of the frame without being upset.

The larger portion of the floor space is devoted to the bindery. This department has been laid out in sections, according to a well devised plan for blank book, letter press and pamphlet binding, and for the manufacture of writing tablets, note papers, and other stationery lines. Each section is, as far as possible, complete in itself, and furnished with a full equipment of cutting, sewing and folding machines and standing presses, in addition to the special machinery required for its particular work.

There is immediate access from the factory to the warehouse and vice versa. Finished stock can pass directly into the warehouse, and raw material can be taken from the warehouse directly to the factory. The whole system ensures perfection in work and cleanliness in production. Moreover, with such splendid facilities and so many devices for the economical handling of goods, the cost of manufacture is reduced to the lowest possible point, and the output correspondingly increased.

Buntin, Gillies & Co., Limited, have lately issued a catalogue of a few of their school lines, which will be found useful by dealers in ordering for school opening. Any person not having received a copy of this catalogue should write at once.

A fountain pen that seems to enjoy a wide popularity is sold by Buntin, Gillies & Co., Hamilton. It is called the "Eclipse," and they sell it at the low price of $8 per dozen. Dealers at summering places, where this line of goods is in great demand, say that it is a pronounced favorite.

ABOUT BLOTTING PAPER.

THE stereotyped methods used for testing blotting papers, apart from the ordinary commonplace and common-sense methods employed in commerce, are, we believe, the outcome of the Charlottenburg testing department. It is generally supposed that the method of testing blotting papers by holding them vertically with their lower end immersed in water and noting the rise of the water in a given time is a measure of the absorbent qualities of the paper. There is a great deal to be said in favor of this test, but its value may be overestimated.

It does not necessarily follow that a blotting paper giving a good result by this test will do so when brought in contact with writing ink instead of water; and even if a paper gives good results when writing ink is used in this way, it does not necessarily follow that the paper in question is a good blotting paper from all points of view. Such a paper may, indeed, be inferior from a commercial standpoint. It is important to recognize the fact that there are other and perhaps more important qualities to be taken into consideration. It is expedient that the makers of blottings should have some considerable knowledge of the nature of writing ink, and it is essential that they should appreciate the extreme susceptibility of the best writing ink to any slight change in the constitution of the paper, not only in physical, but, which is perhaps of greater importance, in chemical composition.

In general terms, writing ink may be regarded as a ferrous tannate formed by the reaction of ferrous sulphate (proto. sulphate of iron) and tannic acid. This in solution consists of a clear brownish liquid, which as it flows from a pen would at first leave little or no colored mark on paper. In the air, however, the liquid rapidly darkens and thickens with the formation of black ferric tannate, so that such ink if kept would soon be unfit to use. If, however, to the original ferrous tannate a very small quantity of sulphuric acid be added, the oxidation of the ferrous tannate is to a very large extent retarded, so that the ink will keep, at any rate in a closed vessel, an almost indefinite period.

When, however, the ink comes in contact with paper, the trace of acid is neutralized by basic substances, fillers, etc., present in paper, and the acid in this way removed from the sphere of action no longer retards the oxidation of the ferrous tannate, which is soon converted into ferric tannate, leaving a well-defined black mark upon the paper. As, however, it would be inconvenient to write with such a pale-colored fluid as a solution of ferrous tannate, a quantity of aniline dye, usually an aniline blue, is added to the ink (as in the so-called blue-black inks). This leaves a well-defined mark on the paper straight away, but it must not be forgotten that this of itself would fade away in time, especially if exposed to light, and that the really permanent black marking left on the paper is due to the formation of ferric tannate, which is only produced gradually in the paper.

Many inks, especially those used for stylographic pens and the like, depend largely or wholly upon aniline dyes for their color. Such inks are not permanent on paper, nor do they give the impervious rings on blotting paper.

It has recently been established that the rate at which water rises on a strip of blotting paper corresponds with the bulking qualities of the paper. Thus in a series of tests conducted by one of us, in which the percentage



Specimen illustration from "The Making of the Canadian West," by R. G. MacBeth.


JVST TO SCARE
VP
NEW
TRADE
WE BELIEVE IT WILL PAY YOV TO SEND US YOUR BUSINESS, FOR NATURALLY, THE SIZE OF OUR ESTABLISHMENT ENABLES US TO OFFER MANY FACILITIES THAT ARE SCARCELY POSSIBLE BY CONCERNS HAVING A SMALL VOLVME OF TRADE.
SEND US THAT COPY YOV'RE HOLDING; FOR SKETCH AND ESTIMATE
WE DESIGN ILLVSTRATE AND ENGRAVE PLATES TO PRINT IN ONE OR MORE COLORS ON A TYPE PRINTING PRESS.
GATCHEL & MANNING
27 TO 41 SO 6TH ST
PHILADELPHIA. PA.
OVR ESTABLISHMENT IS ONE OF THE LARGEST IN THE UNITED STATES DEVOTED EXCLUSIVELY TO DESIGNING ILLVSTRATING AND ENGRAVING

of air space was determined on different well known makes, it was shown that the greater the air space or "sponginess," the greater the capillary action or rise of water. Undoubtedly one of the best methods of determining the absorbent qualities is to determine the percentage by volume of air space as arrived at by aid of the C.B.S. Units.—Clayton Beadle and Henry P. Stevens, in Paper and Pulp.

THE THING FOR CHRISTMAS.

DAVIDSON BROS., of Basterfield street, London, Eng., for whom The Copp, Clark Co., Limited, are Canadian agents, are showing most beautiful lines of Christmas cards and calendars for the 1905-06 season, in a series so long and so varied that it is impossible to enlarge upon the attractiveness of individual sets; but the 5c. and 10c. lines of drop calendars strike one at once as being particularly attractive. These are of beautiful patterns, cut out and embossed, and the richness of their effect is in marked contrast to their cost. The leading line in Christmas cards is of celluloid, also shaped and embossed to illustrate baskets of flowers, shells, figures, decorative panels, etc. These are all colored by hand and usually tied with ribbons or silk cords. Davidson Bros. tell us that The Copp, Clark Co. have samples of everything they publish, so that readers of Bookseller and Stationer can see for themselves how attractive these goods are. The home demand is very heavy just now, but Davidson Bros. are able to keep up with all Canadian orders. There seems no end to the making of picture post cards and Davidson Bros. are constantly adding to their already large line; some of the newest and best subjects being contributed by really famous artists, such as Tom Browne; John Hassall and Dudley Hardy.

LADY'S GRIP PURSE.

AS the season draws on, the necessity of looking into your leather goods stock becomes very important. All live business men know that "Christmas comes but once a year," and that "the early bird catches the worm." If, therefore, the live business men would be in the running for holiday trade, it is necessary that they should make arrangements for the holiday stocks early while assortments are complete.

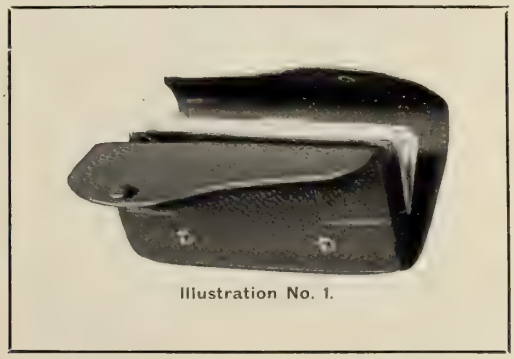


Illustration No. 1.

The old firm of Brown Bros., Limited, Toronto, are showing a splendid range of fancy leather goods suitable for holiday trade. They have several new lines in addition to the staple lines they usually carry. One of these is lady's grip purse, which is illustrated herewith.

Illustration No. 1 shows purse open. As will be seen this purse is very similar to regular style lady's purse, slightly longer, but the same depth.

Illustration No. 2 shows method of holding the purse. As the strap is very firmly fastened to the purse it is impossible for the hand to let the purse slip. These goods are made in all the best leathers and the prices are most reasonable.



Illustration No. 2.

THE FANCY GOODS CO., OF CANADA, LIMITED.

ROBERT WILKES & CO., who started business at the corner of Yonge and Wellington streets, Toronto, as wholesale and manufacturing jewelers and fancy goods dealers in 1857, were the originators of the business now known as the Fancy Goods Co., of Canada, Limited. Business was carried on by R. Wilkes & Co. for many years at this central corner, until, in 1880, the late Henry Smith and H. H. Fudger entered into partnership and bought out the concern, founding the firm of Smith & Fudger. This firm did business until the beginning of 1891, when H. H. Fudger became sole proprietor. In 1898 the present firm was formed. Those actively concerned in the new company were former employes. Mr. E. A. Kantel was appointed manager and the others actively interested were C. L. Burton, secretary-treasurer; J. H. Wood and E. B. Andrews. On July 3 of the present year Mr. Kantel resigned from the managership and Mr. C. L. Burton was appointed managing director in addition to his duties as secretary-treasurer, and Mr. J. H. Wood was called to the directorate. During the present year the Fancy Goods Co. have removed from the old building at Wellington and Yonge streets to a handsome new structure opposite the Union Station on Front street. This is but one indication of the growth of the business. A visit to the new premises would show many more. Suffice it to say, that the Fancy Goods Co. are keeping well abreast of the times in every respect.

A TIME SAVER.

A handy little article for the use of reporters and stenographers, being a bookmark and pencil holder combined, has just been put on the market. It is about three inches long and made of steel, with two little attachments for pencils. Reporters and stenographers will experience a considerable saving of time and temper in finding places in their note books by its use. The line is manufactured by the J. H. James Mfg. Co., of Fort Scott, Kansas, and is sold to the trade at $1.35 per card of two dozen. The Canadian agent is Mr. A. J. McCrae, of Toronto, and the line can be secured from the leading Canadian jobbers.

FOUR NEW BOOKS

MAID MARGARET

By S. R. CROCKETT. Illustrated. Cloth, only $1.50.

Mr. Crockett is certainly at his best, and undoubedly most popular, in "Grey Galloway," w' .n, for literary purposes, he has long ago conquered and annexed, and in his new novel, **"Maid Margaret,"** this "land of brown bent and red heather" provides him not only with a background, but also with a heroine from its actual history. "Maid Margaret" is none other than the famous Fair Maid of Galloway, and a most charming addition she makes to Mr. Crockett's gallery of Galloway maidens. She is as fair of face, as impulsive of speech, as full of life and charm as any of her predecessors. You must not on any account miss "Maid Margaret." The volume may be easily recognized by the charming portrait of the heroine, the work of Mr. Seymour Lucas, R.A., which appears on the cover.

BROTHERS OF PERIL

By THEODORE ROBERTS, Author of "Hemming the Adventurer."
Illustrated. Cloth, only $1.50.

When "Hemming" appeared last year, its readers passed it on to their friends with the recommendation that it was "a rattling good story." "Hemming" was good, but "Brothers of Peril" is better. It has an unusual plot, dealing with a now extinct race, the Beothic Indians of the sixteenth century, who were the original inhabitants of Newfoundland when that island was merely a fishing-station for the cod-seeking fleets of the old world.

The story tells of the adventures of a young English cavalier, who, left behind by the fleet, finds another Englishman, with his daughter and servants, who is hiding from the law. A French adventurer and pirate, who is an unwelcome suitor for the daughter, plays an important part. Encounters between the Indians and the smae colony of white men on shore, and perilous adventures at sea with a shipload of pirates led by the French buccaneer, make a story of breathless interest, but all ends well when the fishing fleet returns, and the lovers sail for home. All in all, "Brothers of Peril" is a story of swing and action, with good descriptions and charming love passages.

IN THE BROODING WILD

By RIDGWELL CULLUM. Illustrated. Cloth, only $1.50.

An absorbing drama of the frozen north, notable for its broad conception of elemental character, its realistic descriptions of nature in her fiercest moods, and the intense excitement with which the story grips the hearts of its readers.

MID THE THICK ARROWS

By MAX PEMBERTON. Illustrated. Paper, 75c.; Cloth, $1.50.

In his newest romance, Mr. Max Pemberton breaks what for him is new ground. "Mid the Thick Arrows" is an up-to-date story of society life—a story of country houses, motor cars and bridge. But, in addition to th there is an ingenious and elaborate plot of the kind we expect from Mr. Pemberton. The millionaire hero Quer Caird, had made a misalliance in his youth with a Spanish-American girl who deserted him for the music ha... When he married the daughter of the Earl of Alcester, he had what appeared to be satisfying proof of his first wife's death. But he was soon rudely disillusioned, and a long and powerful story smooths out the inevitable tangle that follows.

Max Pemberton's characters are all instinct with life and individuality, and in the maintenance of interest he has few equals.

THE COPP, CLARK COMPANY LIMITED

PUBLISHERS, TORONTO

PUBLISHERS' ANNOUNCEMENTS

Frederick A. Stokes Co., New York, announce for publication in the early autumn, Anthony Hope's new novel, "A Servant of the Public," and a book of stories, "The Black Spaniel," by Robert Hichens, author of "The Garden of Allah." These two important books head a list of promising fiction, including new books by Robert Barr and Agnes and Egerton Castle.

* * *

"The Garden of Allah," now in its seventh large printing, continues to gain in popular favor; and "Rose of of the World," also among the "best selling" books, is now in its fourth printing.

* * *

Owing to the continued and heavy demand for "Tom Moore," the Musson Book Co., Limited, have been obliged to issue a tenth Canadian edition.

* * *

Hector, My Dog, His Autobiography, is the title of a new volume by Egerton R. Young, which is to be issued September 1st by the W. A. Wilde Co., of Boston. Mr. Young's new book will bring out in a unique way many of the author's wonderful experiences in the Northland, besides giving an added interest by picturing the prominent part which his faithful dog Hector took in all his perils and adventures.

* * *

The Fleming H. Revell Co. will have ready early in September the novel on which the Rev. R. E. Knowles,



Marian Keith,
Whose "Duncan Polite" is having a remarkably good sale for a new author's first venture.

of Galt, has been working for some time, entitled "St. Cuthbert's." Judging from a prospectus containing the opening chapter, the book should prove most successful.

Among the recent publications of the Musson Book Co., the following novels merit attention: "My Lady Clancarty" by Mary Imlay Taylor, a romance of love and daring in which the action is swift and fascinating; "Pam" by Bettina von Hutten, considered by many the



TOM MOORE.
From the Book by that name, published by The Musson Book Co.

book of the hour; "The Quakeress" by Max Adler, the story of a Quaker girl, who learns something about dancing, and a dashing southerner, who learns to worship without going to church; "The Digression of Polly" by Helen Rowland; "Art Thou the Man?" by Guy Berton, one of the most powerfully written books of the season; "The Purple Parasol" by G. B. McCutcheon.

* * *

A new edition complete in a single volume of "Birds of the United States and Canada" by Thomas Nuttall, has been issued by the Musson Book Co., Limited, at the popular price of $3.00. The book has hitherto been published in two volumes at $7.50 net. In its new, cheaper and handier form it should find a place in every household.

* * *

The Musson Book Co., Limited, of Toronto, have been most fortunate in securing an edition of Baird, Brewer and Ridgeway's "Land Birds of North America" in three volumes. These books were originally published at $48 for the set. The frontispieces are hand-colored, and there are 545 heads printed in colors, and 593 wood engravings. The trade can sell the set at the remarkably low price of $10.00. The publishers feel safe in saying the work has no equal at the price.

* * *

The Musson Book Co., Limited, Toronto, will publish this Fall the last book written by the late Guy Boothby.

Another book the same house will bring out this Fall, will be from the pen of William Le Queux.

* * *

The Musson Book Co., Limited, Toronto, are publishing for the Fall and holiday trade, "The Wild Flower Fairy Book." This is a companion book to "The Golden Rod Fairy Book" by Esther Singleton, which had such a remarkable sale the last two years. The illustrations will be works of art, and each page will be decorated in color. Price, $2.00.

* * *

The Musson Book Co., Limited, Toronto, have secured



MY LADY CLANCARTHY.

a Canadian edition of "The Boston Cooking School Cook Book," by Fannie Merritt Farmer. This valuable work on cooking is now an authorized text book in the different colleges and schools where cooking is taught in Canada. Price, $2.00.

* * *

The Musson Book Co., Limited, Toronto, have secured an English two-volume edition of "The Natural History of Selburne," by the Rev. Gilbert White, M.A. Price, $10.00. The two volumes contain an introduction to the Garden Calendar by the Very Reverend S. Reynolds Hole, Dean of Rochester, and numerous illustrations by J. G. Kenlemans, Herbert Railton, and Edmund J. Sullivan. The illustrations are mainly full page, and are executed with great skill, showing the rare specimens that existed in the locality of Selburne, such as birsd, animals and plant life, in all their peculiar and beautiful markings. The other illustrations in the two volumes are works of art, and include bits of architecture, scenery, etc. There are 875 pages of reading matter, which do not include the full page cuts, of which there are 97 printed from copper plates, and 69 smaller ones printed from etchings.

* * *

The serial rights of Ralph Connor's earlier books, "The Sky Pilot" and "Black Rock," have been sold recently to publishers in Sweden, Germany and Hungary.

* * *

Remarkable success is attending the sale of "Duncan Polite" by Marion Keith, which the Westminster Co. brought out in May. For a new book by a new author and selling in a dull season, the fact that it has already passed the thousand mark, is sufficient evidence of its worth.

* * *

McLeod & Allen announce that they will be the Canadian publishers of Robert Barr's forthcoming novel, "The Speculation of John Steele." This will be ready in September, or early in October.

* * *

The Westminster Co., Limited, have made arrangements for the publication of Ralph Connor's new novel early next Spring. The story will first run serially in the Westminster, beginning in January. The scene of the book is in the Crow's Nest.

* * *

McLeod & Allen announce that they will handle two important Christmas gift books for Canada. One is "Evangeline" uniform with the earlier edition of "The Courtship of Miles Standish," with superb illustrations in color by Howard Chandler Christy. The other is James Whitcomb Riley's new book, "The Song of Cheer," uniform with the "Love Lilacs."

* * *

August publications of McLeod & Allen number two, "The Fate of a Crown" by Schuyler Staunton, and "Terence O'Rourke" by Louis Joseph Vance. The same firm find a steady demand for "The Great Mogul" by Louis Tracy, and "A Courier of Fortune" by A. W. Marchmont. The demand for the 50c. editions of "Castle Craneycrow" and "The Wings of the Morning" keeps up to such an extent that another edition of both seems necessary.

* * *

August publications of Langton & Hall, Limited, Toronto, include "The Silence of Mrs. Harrold, by Samuel M. Gardenhire; "A Woman of the World," by Ella Wheeler Wilcox; "The Shadow of the Throne," by F. W. Hayes. They will also introduce an American edition of "Get Next," by the author of "John Henry."

* * *

Volume V. of the York Library edition of the "Works of Ralph Waldo Emerson," has come to hand. This volume, which concludes the set, contains Emerson's poems. The price is 2s. net in cloth, and 3s. net in limp leather.

* * *

The mysterious disappearance of the body and will of Sir Rhoderick Bertram from his magnificent Cumberland home, where for twenty-five years after the death of his young wife he lived the life of a recluse, forms the motive for a stirring and exciting novel by Archibald Mar-

The Book of the Hour
P A M

By Bettina Von Hutten

Author of
"Our Lady of the Beeches," "Violette," Etc.

This is one of the few thoroughly good books of the season. Its publication was not made a demonstration, but three editions were gobbled up by a discriminating reading public in less than four weeks, and the fourth is well-nigh exhausted.

Cloth, gilt top, $1.25

Art Thou the Man?

By Guy Berton

This book is powerfully written, and is bound to be on top as a Leader.

Cry "Murder!" in the market place, and each
Will turn upon his neighbor anxious eyes
That ask—"Art thou the man?"
—Rudyard Kipling.

Cloth, gilt top, $1.50
Paper, 75 cents

The Purple Parasol

By Geo. Barr McCutcheon

Author of "Graustark"

"It teaches no lesson, it points no moral, it merely entertains, and a fagged brain can get a thorough rest by a perusal of it. It is better than a pipe."

Illustrated by Harrison Fisher.

Cloth, gilt top, $1.25

The Digressions of Polly

By Helen Rowland

Polly says: "Sentiment is like wine: it keeps well only when it is tightly bottled, and spoils when it is aired. An engagement is nothing more or less than a little rehearsal for matrimony"

Illustrated in color

Cloth, gilt top, $1.50

Justin Wingate, Ranchman

By John H. Whitson

This is another Western Story by the author of "The Rainbow Chasers," with spirited and graphic picturing of local conditions. The writer's theme is the growth and development of a Western ranch town; and the coming of the first ranchman. The story has two remarkably striking scenes of danger—one a forest fire, and the other a stampede of excited cattle. There is abundant love interest. The scene is laid in Colorado.

Cloth, gilt top, illustrated, $1.50
Paper, 75 cents

The Freedom of Life

By Annie Payson Call

Author of
"Power Through Repose" and
"As a Matter of Course."

Miss Call's first book, "Power Through Repose," brought rest and strength to thousands of nervously exhausted men and women, and in her new book, "The Freedom of Life," the gospel of orderly living is preached with equal success. Miss Call shows us how, in the main affairs of life, we may be spared the pain and annoyance of doing right in the wrong way, avoid the distressing waste of nervous force, and gain new life and power for work.

Cloth, 12-mo., gilt top, $1.25 net

The Musson Book Company, Limited
Toronto

shall, entitled "The House of Merrilees," published by Alston Rivers, Arundel street, London, Eng., in six-shilling edition, and also in cheap colonial edition. The English reviewers have agreed that "The House of Merrilees" is the best novel of its kind published for some years, in proof of which it is interesting to note that in two recent English lists of best selling books, this novel has occupied a prominent place. Amongst the publishing houses of the English capital, that of Alston Rivers is one of the youngest, and the fact that some of their publications have been in the "Best Selling List" each month since last February augurs well for the success of the firm.

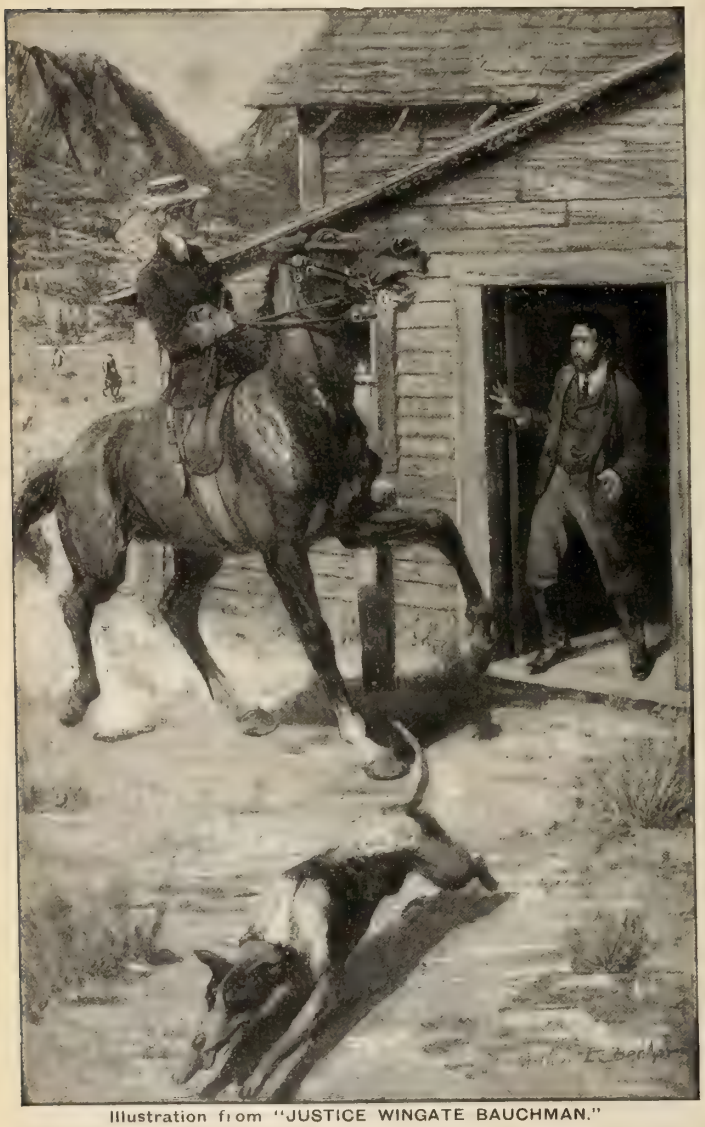


Illustration from "JUSTICE WINGATE BAUCHMAN."

A new edition of Elinor M. Lane's delightful novel, "Nancy Stair," has just appeared with the Poole Publishing Co.'s imprint. This pretty Scottish romance has had a wide sale in Canada, where it was first published about a year ago. The new edition attests the extent of the demand.

* * *

"At the Sign of the Fox," by Barbara, author of "The Garden of a Commuter's Wife," is one of the most interesting books of the season. It is emphatically a romance, yet its main theme is the praise of work. Brooke, the heroine of the story, is a very brave little gentlewoman with a fascinating history. She is suddenly plunged from a life of great luxury to absolute poverty, and in this experience her mettle shows itself. She becomes the head of the family on whom the paralytic financier, the aristocratic mother, and Adam the Cub, learn to rely. Morang & Co.

* * *

A story of love and romance and life is Charles Egbert Craddock's "The Storm Centre." Perhaps the most attractive part of the book is the pictures of Judge Roscoe's old southern home. There is much variety in the background of the story—from the almost idle peace of the home to the stirring war scenes at its gates; from the excitement of the refugee in the garret to the silent, solemn chess-playing in the parlor. Morang & Co., Limited, are the publishers of this attractive book.

* * *

Robert Herrick's "Memoirs of an American Citizen" is an excellent picture of the life of a successful business man. The ejection of a young man from his home by somewhat narrow and misinformed parents is no new beginning to commercial success. Incidentally the story turns up questions relating to the morality of modern business life in America. Morang & Co.

* * *

One of the strongest stories of the season is "The Dark Lantern," by Elizabeth Robins, sold by Morang & Co., Limited. The interest of the book is in its skilful paintings of emotions.

* * *

Morang & Co., Limited, are publishing Maurice Hewlett's latest book, "The Fool Errant." It is a capital story of a young English scholar who goes to Padua to study law under Dr. Lanfranchi. The book is full of the warmth and passion of Mr. Hewlett's former novels, and has the combined fascination of a capital tale of adventure, a novel of a bygone time and a fresh and exciting love story.

* * *

"The Little Hills" is a simple little story of everyday life. Its strength lies in the naturalness and fidelity with which the ordinary happenings are described. The heroine has a kind of fragile charm which is unusually well brought out in delicate little touches, a word here and there, a description of a posture, etc. Those who love a wholesome and unpretentious story will enjoy "The Little Hills." Morang & Co., are the publishers.

* * *

W. and R. Chambers, of London and Edinburgh, are making a strong bid to secure the Canadian market for their admirable encylopaedia. The latest edition, complete in ten volumes, has recently been published. It supplies in a thoroughly concise and accurate manner full information on every conceivable subject. The contributors to Chambers' Encyclopaedia are all experts in their various lines and write accurately and with the utmost reliability. (Cloth £5, half morroco £7 10s.)

* * *

By the addition of Andrew Carnegie's life of "James Watt" to their Famous Scots Series, Oliphant, Anderson & Ferrier, of London and Edinburgh, have completed this remarkable venture in the publishing world. The series numbers 42 volumes, which, in their art canvas bindings of red, present a pleasing appearance. The entire series can be procured in a handsome bookcase at £3 6s., or the volumes can be purchased separately at 1s. 6d or 2s.

* * *

As publishers of religious works, Oliphant, Anderson & Ferrier, of London and Edinburgh, occupy a prominent position. They have recently placed on the market the following new books and new editions: "The Walk, Conversation and Character of Jesus Christ our Lord," by Dr. Whyte; "Eternal Elements in the Christian Faith,"

OLIPHANT, ANDERSON & FERRIER'S
NEW BOOKS AND NEW EDITIONS

THE WALK, CONVERSATION AND CHARACTER OF JESUS CHRIST OUR LORD. A Series of Discourses on the Character of our Lord. By the Rev. ALEXANDER WHYTE, D.D., Author of "Bible Characters," "Lancelot Andrewes," "Bunyan Characters," etc., etc. Price 6s.

ETERNAL ELEMENTS IN THE CHRISTIAN FAITH. By the Rev. D. BUTLER, M.A., Minister of the Tron Kirk, Edinburgh, Author of "Life and Letters of Archbishop Leighton," etc. Post 8vo. cloth extra. Price 2s. 6d. net.

HOLY HIMALAYA. The Religion, Traditions and Scenery of the Provinces of Kumaun and Garhwal. By the Rev. E. S. OAKLEY, of the London Missionary Society, Almora, Northern India. With 16 full-page Illustrations. Large crown 8vo, cloth extra. Price 5s. net.

GOSPEL MILK AND HONEY. Seventy Short Sermons to Young People. By the Rev. CHARLES JERDAN, M.A., LL.B., Author of "For the Lambs of the Flock," "For the Lord's Table," etc., etc. Large crown 8vo, cloth extra, gilt top. Price 5s.

HELPFUL WORDS FOR DAILY LIFE. A Book of Daily Readings on the less observed passages of Scripture. By Professor S. LAW WILSON, M.A., D.D., Belfast. Large crown 8vo, cloth extra. Price 3s. 6d. net.

JAMES WATT. By ANDREW CARNEGIE, LL.D. Post 8vo, art canvas, 1s. 6d. net. Extra gilt, gilt top, 2s. net.

THE GREAT RELIGIONS OF INDIA. By J. MURRAY MITCHELL, M.A., LL D. Large crown 8vo, with Map and Complete Index. Price 5s. net.

THE MISTY ISLE OF SKYE. Its Scenery, Its People, Its Story. By J. A. MACCULLOCH. Crown 8vo, cloth extra. With Map and 20 full-page Illustrations. Price 4s. net.

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CARLOWRIE
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DORIS CHEYNE
ALDERSYDE
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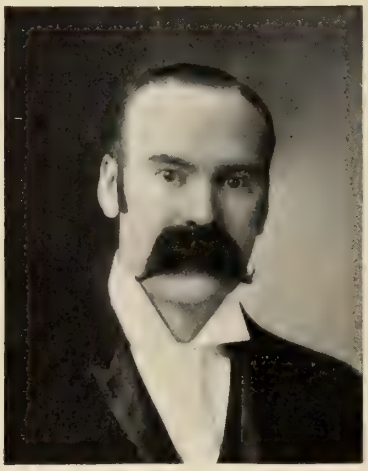
by Rev. D. Butler; "Holy Himalaya," by Rev. E. S. Oakley; "Gospel Milk and Honey," by Rev. Charles Jerdan; "The Great Religions of India," by J. Murray Mitchell, etc.

* * *

Oliphant, Anderson & Ferrier, London and Edinburgh, announce the completion in six volumes of "Bible Characters," by Dr. Alexander Whyte. Dr. Whyte's lucid style and broad vision make these biblical characters very real. (3s. 6d per volume.)

* * *

For the approaching Fall and Winter trade no better sellers can be found than those handy little thin paper editions of standard works. Of these, Thomas Y. Crowell & Co., of New York, issue an admirable series, which they call "Crowell's Flexible Thin Paper Classics." These little volumes measure about 4½ by 7 inches, and are about half an inch thick. They are bound in limp leather with rubricated title-pages. The series includes twenty volumes, embracing such favorite books as "Adam Bede," "Ivanhoe," "Jane Eyre," "Lorna Doone," "Three Musketeers," etc. ($1.25 per volume.)



R. G. MacBeth,
Author of "The Making of the Canadian West."

Thomas Y. Crowell & Co., New York, are the publishers of the "Grolier Booklets," a new series of selected classics, finely printed and bound in flexible silk with gilt top. Among the volumes may be mentioned Browning's "Saul," "The Rubaiyat of Omar Khayyam," Tennyson's "Enoch Arden," etc. (60 cts.)

* * *

The Copp, Clark Co. is bringing out a new Canadian novel that will awaken not a little interest in literary circles. It is entitled "A Specimen Spinster," by Kate Westlake Yeigh, of Toronto, who is well known for her literary abilities. Mrs. Yeigh has produced a masterpiece in its way. "A Specimen Spinster" is full of a quaint humor and pungent philosophy that recalls "David Harum," and the different characters that inhabit the little cross-roads Canadian village are drawn to the life and given a halo of reality to a marked degree. The "Specimen Spinster" has been highly praised by critics in England and Canada, and its publication will be awaited with keen interest by Canadian readers.

Among the books for Fall secured by The Copp, Clark Co. may be mentioned "The Flight of Georgina," by Robert Neilson Stephens; "White Fire," by John Oxenham; "Northern Trails," by William J. Long; "A Servant of the Public," by Anthony Hope, and a juvenile, "Sir Toady Cruso," by S. R. Crockett.

* * *

Two beautifully illustrated books are being placed on the market by The Copp, Clark Co., which should make excellent gift books. They are "Scottish Life and Character," with illustrations by H. J. Dobson and descriptions by W. Sanderson; and "Edinburgh," painted by John Fulleylove and described by Rosaline Masson.

* * *

Volume five of the Pipes of Pan series, by Bliss Carman, is now ready, bearing the title, "From the Book of Valentines." The Copp, Clark Co. are the publishers.

School Books.

A new English Literature, containing select poems from Coleridge and Wordsworth, has just been issued from the press of The Copp, Clark Co. It is edited by Prof. Alexander, of Toronto University. It is published in paper, 30c.; and cloth, 50c.

A new book on nature study is announced by The Copp, Clark Co. The author is Dr. Dearness, vice-principal London Normal School, and the book will be of special interest to teachers, as it is practically a guide to the new nature study course, with suggestions for teaching it. Price, 60c.

Messrs. Dickinson & Young, whose "Commercial Course in Practical Bookkeeping" has been authorized by the Education Department of Ontario, have now prepared a supplement for use in advanced commercial classes, which will be of service where advanced commercial work is undertaken. Published by The Copp, Clark Co. Price, 35c.

A new book on "Practical and Theoretical Geometry," part 1, is announced by The Copp, Clark Co. It is intended for continuation classes in public schools, and in the lower school classes in secondary schools. The author is A. H. McDougall, principal Ottawa Normal School. Price, 50c.

A new work on "Physiology and Hygiene," for public schools, has just been issued by The Copp, Clark Co. It has been edited by Dr. Knight, of Queen's University, and is prepared especially in view of the new course of study. Price, 60c.

The Copp, Clark Co. have now ready a revised edition of the "High School Chemistry," and also a revised edition of the "High School Physical Science," Part 1. It would be well if the trade would inquire from the high school science masters as to whether they intend to use the revised editions or whether the old editions will still be continued in their tasks. The revised editions have been made to meet the requirements of the new program of studies.

A new book has been issued by The Copp, Clark Co., entitled "The Story of the English People." It will be of service in junior classes as an introduction to the study of history. Price, 40c.

A book that will doubtless have a very large sale in public schools is the new "Entrance Grammar Notes," by Chas. G. Fraser, principal of the Crawford street school, Toronto. It is intended for third and fourth classes. It sells for 15c. The Copp, Clark Co. are the publishers.

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MONTHLY REPORT FROM BOOK CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
August 9, 1905.

JULY sales in the aggregate totalled up favorably in stores catering to the tourist and traveling trade. Legitimate bookstores catering to Montreal's family trade were very quiet, as the majority of their clientele had purchased their Summer reading supplies in June, and are now sojourning at various resorts. Summer fiction is featured more than ever before, and prices are such as to invite generous purchasing. Window displays are commendable. Tourist guides, view books and picture post cards are having phenomenal sales.

* * *

A local historian, John Murray, is causing a hit with "A Story of the Telegraph." This book contains the photographs of many leading local people at one time prominently engaged in this industry. Another book which is wisely being featured is the "War of 1812," by J. A. Hannay, the St. John, N.B., journalist. As an evidence of its popularity and its thorough completeness, it is said that the author, while passing through Montreal last month, found the supply exhausted upon seeking a copy. "The Saint Lawrence," by the veteran bookseller and publisher, S. E. Dawson, now the King's printer at Ottawa, is a copiously illustrated book containing a complete history of the early explorers of this noted waterway. Sales are pronounced very satisfactory, and it is indispensable to lovers of early times in Canada.

* * *

Nature books are in greater profusion than formerly, and most window displays contain a large proportion. "The Outlook to Nature" is one of the many popular titles. Kirby's "The Golden Dog," still retains its favor, and is likely to prove popular for many years to come.

* * *

New editions of paper fiction of popular books give zest to old favorites. "Dr. Luke of the Labrador," and the "Way of the Sea," are still highly spoken of. "Pam" is arousing some little attention. "The Millionaire Baby" is a leader in sales.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
August 9, 1905.

TOURIST travel is now at its height and Toronto dealers are reaping a rich harvest, especially in souvenir goods. The city is on the main thoroughfare of tourist travel. Americans going to Muskoka and the numerous Summer resorts in Northern Ontario, pass through Toronto. Others taking the St. Lawrence trip start from here, while travelers for the Northwest usually come this way.

* * *

Business has been good during July, notwithstanding the exodus of citizens to the various Summer resorts. The tourist trade has more than made up for the shortage in this direction. The principal purchase has been the picture post card or the souvenir book, of which large quantities have been disposed of.

* * *

The better class of tourist has been gratified to find so many English-made books in our bookstores. There are many of these books that are never seen in the United States and their distinctive features appeal to the novelty-loving American. Especially are they delighted with the dainty little English editions of famous books, of which there are few parallels to be found in the United States.

* * *

The picture trade keeps up well, but the demand is mainly for the less expensive novelties.

* * *

Paper editions sell in relatively large quantities and the call is for the less expensive book.

* * *

View cards of Toronto sell well. Of these there are an extraordinarily large number on the market. Almost every manufacturer has a line of his own for the city. Comic cards also take well.

* * *

A revival of interest in the pretty Scotch story "Nancy Stair," by Elinor M. Lane, is to be noted. Other good sellers for July were: "Rose of the World," "The Garden of Allah," "The Masquerader," "The Voyageur," and "Dr. Luke of the Labrador." W. A. C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building, Winnipeg, Man.
August 9, 1905.

SUMMER sales of fiction are reported very satisfactory by the different city stores, but the popular fancy seems to be divided among a great number of books, and it is difficult to say which are the favorites. Of course the big demand is for fiction and several of the local stores are selling big quantities of paper-bound fiction, displaying the books on different tables according to price.

* * *

Thousands of visitors pass through Winnipeg every Summer, and the Winnipeg stores make a big effort to reap profit from the tourist trade. The Hart, Russell and Davis stores, in particular, have been featuring Winnipeg souvenirs and western views in their displays, and it seems that results are gratifying. Blackwood & Hagel report a very heavy demand for souvenir post cards, particularly for the burnt leather variety.

* * *

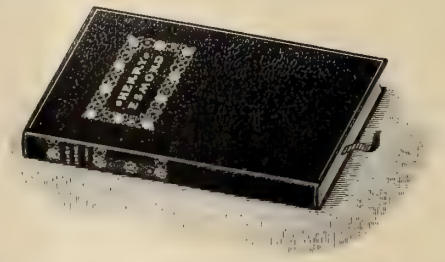
H. Thornton Marlowe, a member of the staff in "Russell's" book store, has returned recently from a purchasing trip abroad. He has succeeded in getting some of the newest goods for the Fall and Winter trade.

GOOD EDITION.

Of the Canadian editions of English magazines now being issued by the Toronto News Co., that of "The Lady's Realm" merits attention. For 15c. it presents an amazing bill of fare. Not only is it admirably printed and illustrated, but it contains many articles and stories of merit. Katherine C. Thurston, Stanley J. Weyman and "Rita" contribute the serials, and the other authors and artists are eminent in their several lines.

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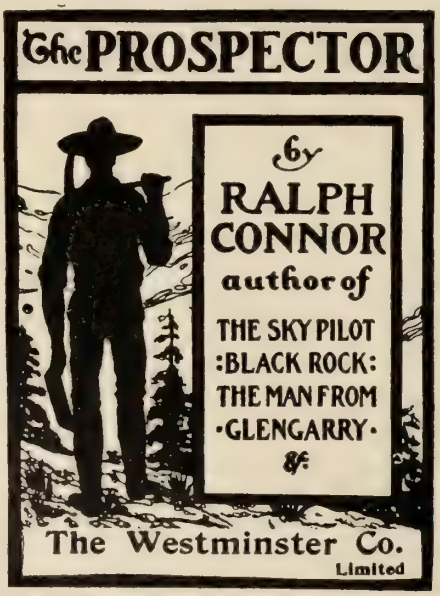
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Hugh Rendal: A Public School Story	Lionel Portman
A London Girl: Tales from the Great City	Anon

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BOOKS OF THE MONTH

Barnham, Hampden. "Marcelle." Toronto: Wm. Briggs. Cloth $1.50. With historical facts for a basis, the writer of this book has constructed a novel which reproduces social life as it was in the romantic stage of Canada's history. The conception of the character of Frontenac is fine. The rivalry and aggressions of the English colonists, Indian warfare, the intrigues of the clergy and contentions with the intendant, furnished the real business of his life and rule. But the emotional interest with which the writer has invested this truly great man, centres in the beautiful Indian maiden, Marcelle, whom Frontenac had adopted as his daughter. The final scene between these two is touching and pathetic.

Crockett, S. R. "Maid Margaret." Toronto: The Copp, Clark Co., Limited. Cloth, $1.50. Scottish mediaeval history occupies the attention of the novelist in this romantic story of the loves and marriages of the Lady Margaret Douglas. The story is told by the Lady herself in a pretty naif way that is quite delightful. As a picture of life in the Scotland of the early Stuarts, the book is valuable, for the author has secured the proper atmosphere.

Cullum, Ridgwell. "In the Brooding Wild." Toronto: The Copp, Clark Co., Limited. Cloth $1.50. A story of wild life in the Rockies. In it the writer delights to picture nature in her stern, titanic aspects in conflict with human nature in its strength and simplicity. In the lives of Nick and Ralph, the two solitary trappers, the mysticism of the nature without and the passion of the nature within, lead to results which are particular in their interest and at the same time are illustrative of the great tragedy to which all life is forever tending. A book at once intense and suggestive.

Drummond, William Henry. "The Voyageur." New York and London: G. P. Putnam's Sons. Toronto: Wm. Briggs. In the simple life of the French-Canadian habitant Dr. Drummond has discovered an element of poetry which he has crystalized and worthily preserved in the mixed Anglo-French dialect, of which he is so complete a master. Of "The Voyageur" and other poems comprised in his latest book, it may be said that the author has wrought into them a grace and a charm which imply familiarity with the lives and experiences of the people who are his chosen theme, and a deep love for nature and humanity, which enable him to give to his work the revealing touch of the true poet.

McCracken, W. D. "The Fair Land Tyrol." Boston: L. C. Page & Co. Cloth $1.60 net. This charming travel book, in its handsome binding, and with its many excellent illustrations,, is calculated to make the reader long to visit the scenes and places described. The writer speaks from first-hand knowledge and is evidently enamoured with the country and its inhabitants. Much historical lore is woven into the book, making it not only a charming guide book, but a work of considerable historical value.

Patmore, Coventry. "The Angel in the House." London: George Bell & Son. 1s. net. The story in verse of the poet's love for his wife, how it began, and how it grew. Many of the verses are extremely beautiful and, in its dainty white cover, the little book woudl make a charming gift for any newly-married couple.

Roberts, Charles G. D. "The Little People of the Sycamore." Boston: L. C. Page & Co. Cloth 50 cents. This is the sixth and final volume in the series of "Roberts' Annual Stories." It tells the story of the raccoons, who lived in the sycamore tree, and how they lived and died. The style is simple and the story is pleasing alike to old and young.

Roberts, Charles G. D. "The Return to the Trails." Boston: L. C. Page & Co. Cloth 50 cents. This is volume five in the series of Roberts' Annual Stories, and tells about the young bear-cub, who grew up among men, but went back to the wilds. Rather a pathetic tale, but very human in its interest.

"Tips; Canada, the Ocean and England." Quebec: The Quebec News Co. This delightful little volume contains a number of breezy letters, which appeared originally in the Quebec Daily Telegraph. They describe graphically the various incidents which occurred in connection with a trip from Canada to England. The book is both amusing and instructive, and numerous illustrations make it realistic.

Von Hutten, Bettina. "Pam." Toronto: The Musson Book Co. Cloth $1.50. Paper 75c. A social study in which the talented authoress probes deep into some of the mysteries of life. While unpleasant of necessity in several parts, the book yet appeals to the mind as a very powerful presentation of an interesting problem. The heroine "Pam," introduced as a precocious child of ten, is a remarkable personality, and her character is ably portrayed.

Zilliacus, Konni. "The Russian Revolutionary Movement." London: Alston Rivers. Cloth, 7s. 6d. net. The book traces the revolutionary movement in Russia from Peter the Great, whom he styles the Reformer, down to the comparatively recent stirring events. The author shows a great deal of knowledge of the things about which he writes, and although a decided sympathiser with the revolutionary movement, states his case in moderate language and with clearness. He is quite sanguine of the success of the movement, and furnishes a great deal of information in regard to the factors which are to bring it about. History is being rapidly made in Russia these days, and to those who wish to intelligently understand what is transpiring the book is most valuable.

RATHER SLOW.

In the course of a letter to Bookseller and Stationer, W. H. Arthur, of Port Arthur, says: "There is no special run on any book at present. The older books are having as good a run as the later issues, although neither are selling quite so well as in the past two or three years. I rather think the people are getting tired of paying seventy-five cents for a paper-covered book. Money is getting tighter and people cannot afford to pay such prices, and I for one do not blame them for not buying at such prices, when there are better books at lower prices."

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A Glimpse of A. O. Hurst's Sample Room.

REWARD AND TOY BOOKS.

TO scan the pages of Blackie's toy books is to delight the eye; to read and study the illustrations is to renew one's childhood. One of the principal books for the season is, of course, the "Children's Annual," (3s. 6d) and 192 pages of more delightful nonsense it would be hard to imagine. The list of rhymsters is headed by Clifton Bingham and the names of artists and illustrators include those of John Hassall, Charles Robinson, Gordon Browne and many others of note. There are altogether 77 rhymes and stories, with 120 illustrations in black and white and color. The "Story of John Gilpin," for instance, has six pen and ink drawings in Hassall's inimitable style, as well as two page cartoons colored and one double page by same artist. Page after page discloses some new frolic for the youngsters, while here and there the humorous gives way to the pretty and sentimental side of child life.

Another wonderful volume (3s. 6d) contains "All the Best Nursery Stories and Rhymes," illustrated throughout by John Hassall. Here are found all the favorites of childhood—"The Babes in the Wood," "Hop of My Thumb," "Aladdin," "Jack the Giant Killer," etc., etc., and innumerable rhymes and jingles most delightfully set out in print and pictures. Hassall is unquestionably the artist for children, for he seems to represent the old legends and fairy rhymes in entirely new light without breaking down any of the time-honored traditions. His pictures are always fresh and attractive, always tell their own tale, and are invariably touched with a quaint humor which appeals to young and old alike. All the illustrations in this volume are in color, and most delightful they are.

In smaller volumes under various titles are published selections from the above books, some in stiff boards (1s.), others in limp covers (6d), so that these charming songs and stories are supplied at prices to suit the purse of any customer.

The Blackie list of reward books for the Autumn season is a very interesting one. There is a new and uniform edition of Henty, whose fame as a writer of sound, stirring and manly books for boys is sure to be enduring. There are also volumes by Manville Fenn, Gordon Stables, Beatrice Harraden, Annie S. Swan and many others. No matter what the price of a Blackie book may be—six shillings or sixpence—it is sure to be perfect in presswork, illustration and binding. The "Library of Famous Books," one shilling, crown octavo, cloth extra, with frontispiece, is a striking example. The Copp, Clark Co., Limited, handle these publications in Canada.

STATIONERY NOTES.

The Copp, Clark Co., Limited, inform us that their English Court and Elite visiting cards are more popular this year than ever. They have been making these cards for some time now. There are three sizes—ladies', gents', and misses'.

The Carbon and Scotch Grey exercise books, two new effects brought out by The Copp, Clark Co., Limited, have evidently caught the trade. The company says there is a good demand for them.

A nice specimen of workmanship is the No. 5 blank book which The Copp, Clark Co., Limited, are giving a good deal of attention to. The book is cap size, bound in half red leather, cloth sides, hub back. The company have improved this book considerably, so that it is now much superior to former lots, and compares favorably with goods of foreign manufacture.

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Mr. Smith has told the story of the Ark in a series of twenty-four colored illustrations, overflowing with humor and supplemented with brief comment. He has struck a really new vein in animal books and one that will captivate all ages of readers.

THE FIXED PERIOD

By William Osler

The title address of Dr. Osler's new book maintains and emphasizes his famous statement which has been given such universal attention, that a man's best work is done before he is forty. The second, "The Triple Relationship of Canadians," concerns all English speaking people. The book is likely to call forth general discussion.

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THE MAGAZINE COUNTER

Arena (September) will contain "Dominant Trusts and Corporations," "Direct Popular Legislation," "Tainted Money and the Church," "California's Most Gifted Sculptor," "Dependent Children and the State," "The Struggle of Autocracy with Democracy," "Popular Education in the Rural Districts," "The Theatre of Edmond Rostand," "Mr. Lawson's Crusade."

Appleton's Booklovers Magazine (August) contains "Some Visits and Adventures, 1797-1891," "What we Know About the Sun," "The Question of our Speech," "A Motor Trip Through Normandy," "An Old Playbill," besides several excellent stories.

Atlantic (September) will contain papers on "President Roosevelt's Railroad Policy," "The Tenth Decade of the United States," "The Problem of Federal Printing," "Shall the University Become a Business Corporation?" "A Theory of Poetry," "The Career of the Joke," "Marriage Vows," etc.

Bookman (July). This is a George Bernard Shaw number, and with it is given a handsome presentation portrait of Mr. Shaw. There are included a large number of pictures about this famous literary man and writer of plays.

Book Monthly (July) contains "What Sailors Read," "The Parochial Novel," "A Man of Letters and His Reminiscences," "A Silent Singer," and the usual monthly departments.

Burr McIntosh Monthly. (August) Month by month this handsome portfolio of art portraits comes to hand and each issue is fresh by reason of the wide variety of its contents. A special feature has been made in this issue of scenes of the world's most famous bathing places.

Cassell's (July) contains "In a Military Prison," "The Press in Parliament," "Sun and Shade: Parasols of the Moment," "Who's Who in the London Jewish World," "Do Men Like Athletic Women?" "The New Thames Steamers" and several stories.

Century (September). A remarkable offering of fiction will be found in this number, including stories by Anthony Hope, Elizabeth Robins, Harvey J. O'Higgins etc. Anthony Hope's contribution will be a long story called "Miss Gladwin's Choice."

Chambers' Journal (August) contains "The Passing of the American Passenger Pigeon," "A Woodland Sanctuary," "Tobacco-Growing in Ireland," "The Royal Hospital of St. Katherine," "Fire-Service at Home and on the Continent," "The Novels of Charles Reade," "Rome in Picture and Story," etc.

Everybody's The publishers announce in an increase in the subscription price of their publication to $1.50 per annum, instead of $1.00 as heretofore. As Everybody's is a fifteen-cent magazine, it seems ridiculous that the annual subscription should have been only $1.00.

Lippincott's (September). The long story will be "The Fortress" by Will L. Comfort, with scene at Port Arthur. There will be the usual run of short stories, and a couple of papers on "Anacrap," and "Decorative Plants."

Macmillan's (July) contains "Bird Life in Greek Waters," "The Spanish Bourbons," "Memories of Mandalay," "Isaac on a Chalk-Stream," "Some Notes on the Growth of our Language," "The Angel," "The Fellow-Workers of Voltaire."

Macmillan's (August) contains "The Old English Peasantry," "The Last Chantey of 'The Heart o' Oak'," "A Puritan Bishop," "The Englishwoman of the 18th Century," "A Classical Education," and "Condorcet."

McClure's (September) will include an article "On Bright Angel Trail," with eight full page illustrations in color, "What Standard Oil did to Kansas," "Postponing Old Age," "The Circus" and many stories appropriate to the season.

Outlook (July 22.) This number was the eighteenth annual educational number, and was full of articles of an instructive nature, such as "Work and Play in the Public Schools," "Republican Education," "William James Rolfe, etc.

Pall Mall (September). There will be stories by Arthur Horrison, E. W. Hornung, Jack London and H. G. Wells. There will be articles on "The Colonial Secretary at Home," "Ascents in the Grindelwald District," "More of the famous Punch Pocket-books," and "A Suggested Liberal Cabinet."

Pearson's (August). This is a railway number with several interesting articles on railways and two or three railway stories. Other articles are on "The Art of Alma-Tadema," "Big Wave Hunting," "The Coming Total Eclipse," "The Future of Locomotion," and "A Night in a Traveling Post Office."

Quarterly Review (July). Among the noteworthy contents are "The School for Critics," "Historical Ethics," "The Romance of the Outlands," "Wagner's Theory of Music," "The Princes of the Peloponnese," "The National Coal Supply," "Preference in New Zealand," "The Study of Popular Governments," "The Buddhism of Thibet," "Recent Shakespeare Criticism," "The Rifle and its Use," "Sweden and Norway," "Lord Milner and South Africa," and "The Battle of the Sea of Japan."

Red Book (August). For Summer reading of a light and clever character, nothing is half so good as the stories in this bright ten-cent magazine. There are illustrations and portraits that are worth looking at.

Review of Reviews (August) contains "John Hay, an American Gentleman," "Canada's Canal System," "Electric Traction on German Rivers," "What the People Read in Holland," "The Solar Observatory on Mount Wilson," "The Coming Eclipse of the Sun," "The Japanese Merchant Fleet," etc.

Scribner's (September) will contain the first installment of "The Letters and Dairies of George Bancroft," "The Financial Prospects of Japan" and "The Edge of the Desert," besides a number of excellent short stories by well-known authors.

Windsor (August) contains "The Pictures of Maude Goodman," "Lighthouses," "Some Experiences of a Wave Photographer," and stories by Robert Barr, Rider Haggard, Justiss Miles Forman, Jerome K. Jerome, Ernest Thompson Seton, etc.

TO THE TRADE

Hurst & Co. beg to announce to the book-buying trade that their Wholesale Catalogue of Publications for 1905 is ready for distribution, and can be had upon application. Every dealer should have one in his possession, for without it you have not seen the most complete and comprehensive list of low-priced Standard Lines offered, which are Best in Value, Quickest to Sell and Lowest in Price.

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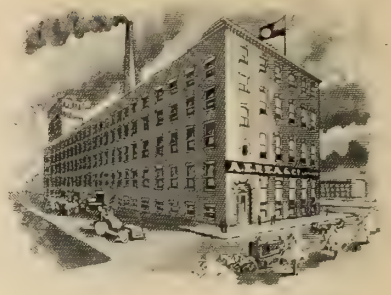
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Vol. XIV AUGUST 1905. No. 8

NEW ADVERTISEMENTS IN THIS ISSUE.

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MEN TO BE PROUD OF.

IT will require only a glance at the portraits of the men prominent in the book and stationery business of Canada, which are contained in this number of Bookseller and Stationer, to show what a high type of men are engaged in this business. Canada may well be proud of them, for few other countries have produced men of such sterling worth.

Their reputation has gone abroad, and in the United States and England, the publishers and wholesale stationers of Canada are spoken of in terms of the greatest esteem. Upon one, who has traveled and called upon the trade in these countries, this fact has firmly impressed itself. Strict integrity, sound business methods and fair dealing, have so characterized their past transactions and are so evident in all their relationships to-day that there is little wonder that they are honored and respected elsewhere.

It is not surprising that this should be the case when we consider the quality of the businesses that have been built up. Only men of high character could have been so successful over so long a period. And better still, in all the list of wholesale stationers, etc., there is not one firm upon which any suspicion of dishonorable methods falls. In their entirety they make up a body of irreproachable business institutions.

* * *

Twenty-one years old and still growing!

* * *

OUR THANKS.

IF there is one set of people before any others that deserve our heartiest thanks it is our advertisers. And on completing our twenty-first year, it is but meet that we should formally express our appreciation of the services they have rendered us in the past. We have had support not only from firms in Canada, but in the United States and England as well. In both the latter countries there are firms who have been most loyal to this paper and have lent it their support from the outset.

It is our wish that the pleasant relationships established in the past may be continued into the future and that with increased prosperity among our advertisers we may continue to enjoy their favor more and more. In return we will endeavor to do our share in elevating and developing the trade on broader lines.

* * *

Here's to our readers! May they live long and prosper!

* * *

BE AGGRESSIVE.

A PASSIVE submission to the apparently inevitable decline in bookselling seems to characterize a good many of our booksellers to-day. They open their stores as usual, early in the morning, they rush forward to greet customers the moment they enter the door, and they are prompt and honorable in all their transactions. But so far as adopting new methods, for attracting trade and getting out of the rut is concerned, they fail miserably.

Now there are one or two facts to which attention might be drawn, by way of encouragement to the bookseller. In the first place, more books are being read in Canada to-day than ever before. This means that more books are published and find their way into the reader's hands. In the second place the character of the books read by the average man is improving. This means that better and higher-priced books are coming more and more into demand.

Now, it follows that if books are published, and if books are read, there must be an intermediate stage through which they pass, to go from the publisher to the

reader. Formerly all books practically went through the bookseller's hands. To-day a multitude of other channels have been opened up by enterprising people, with the result that the bookseller is being slowly pushed to the wall. Unfortunately for the book trade, in too many cases the bookseller has passively submitted.

What is needed by the trade is aggression. Adopt modern methods to cope with the new competitors. If the subscription man begins a house to house canvas, adopt his scheme. If the mail-order house floods the neighborhood with letters and circulars, follow the same plan and show the advantage of dealing at home. In other words, cease being passive and be aggressive.

* * *

Here's to our advertisers! Success to them

* * *

AN OLD TRADE PAPER.

WHILE Bookseller and Stationer cannot lay claim to be the oldest strictly trade paper in Canada, yet it comes very close to occupying this position. In years it is only exceeded by the Trader and Canadian Jeweler, which was established in 1879, five years before the first number of Bookseller and Stationer saw the light. Consequently this paper is the predecessor of all the important Canadian trade papers of the day.

Other trade publications have made their bow and have forged rapidly forward to a foremost position. They have in time outstripped this paper in point of size. But we venture to believe that none of them have uniformly filled their field with such acceptance as Bookseller and Stationer. The worth of a paper, like the worth of a man, fortunately does not depend on size, nor is size always an indication of quality. While we believe in the need for growth and expansion, still there is a too-rapid growth, that is detrimental to any healthy development.

Since Bookseller and Stationer was founded many changes have taken place in the trade, but through them all the paper has moved forward steadily. To those firms who have weathered the stress of years and have supported us through thick and thin, we give our best thanks. Had it not been for their constant support, it is doubtful whether the paper would be occupying its present strong position to-day. It is our wish that they may continue to prosper.

* * *

For the first time we are over 100 pages.

* * *

THE FIRMS THAT SUCCEED.

IT is a most instructive pursuit to trace back through the files of Bookseller and Stationer the advertisements of firms which are doing business to-day. It will be found that the most successful wholesale stationery houses in Canada to-day were advertisers in the first numbers of Bookseller and Stationer, and have continued to advertise down through the intervening years.

Brown Brothers advertised in the first number of this paper, and they have been advertisers ever since. To-day the Brown Brothers, Limited, occupy a front position among Canadian stationery firms. William Warwick & Sons occupied a column in the first number, and they, too, have been constant advertisers ever since. To-day, as Warwick Bros. & Rutter, Limited, they are known from Atlantic to Pacific. We could go on and mention such firms as The Copp, Clark Co., Limited; W. J. Gage & Co., Limited, and Barber & Ellis, Limited, who were and are still numbered among our advertisers.

While it would be ridiculous for us to claim that the success of these firms sprang from their advertising in this paper, yet we cannot help but point out that their advertising was an indication of the kind of firms they were. Or to express this idea otherwise, there is no firm, which has succeeded, that has not advertised in this paper. The advertising has done much good or the sagacious men who manage the affairs of these firms would not continue it. Let this be a lesson to others.

* * *

In writing to advertisers, be so good as to mention us.

* * *

REACH OUT THIS FALL.

IT is always time to become an expansionist, but this coming Fall is going to be a good time to reach out. There is a great opportunity to do a big business on a profitable basis. To be sure, there are limitations in many sections both in the west and in the east, but there is always the chance to keep well-pleased customers buying more and more. Keep pegging away even if harvest conditions and prices of products are not just what you would like. Now is the time to gird your loins and to decide upon improvements in your store and store service. The Summer lull should be well utilized.

* * *

Keep this number as a souvenir, it will be valuable some day.

* * *

ITINERANT RETAILERS.

SUMMER months witness the flourishing of an all too numerous class, viewed from the retailers' standpoint,—the pedlars. Every section can contribute its quota of woeful incidents and unfair competition arising from this class. They are always supposed to operate under the authorization of municipal ordinances. Little capital is needed and the exchange business facilitates sales in country districts. Increased licenses strictly enforced furnish the surest and safest guard to the ordinary merchant. Even in city circles the pedlars and vendors have won a sure foothold, and their position deserves the earnest consideration of retail associations. Various conditions have combined to mitigate the evils of the city pedlar upon the business of the legitimate merchant. Many houses and tenements which are rapidly becoming a part of Canada's cities have conspicuously displayed a sign reading "No pedlars allowed." Further than this dry goods and department stores offer the bargains in smallwares, formerly supplied by the pedlar, at lower prices. This is, perhaps, the remedy of the evil in most instances. Jew pedlars have established themselves seemingly irrevocably in Montreal.

LEADING CANADIAN STORES

W. A. DAVIS, WINNIPEG.

IN the illustration is shown the interior arrangement of the handsome book and stationery store of W. A. Davis, Winnipeg. As will be noticed, Mr. Davis makes effective use of "silent salesmen" in displaying his goods, the south side of the store having one long line of glass display cases. Paper-covered fiction is arranged on stationery, and Mr. Davis is now adding to his business an extensive line of office supplies.

Mr. Davis makes his store look very attractive with flags and other decorations. These, coupled with the well-arranged stock of books, stationery and fancy goods, form a pleasing ensemble that is most agreeable to the eye of the customer. Though a narrow store and heavily stocked, yet it does not present a crowded appearance.



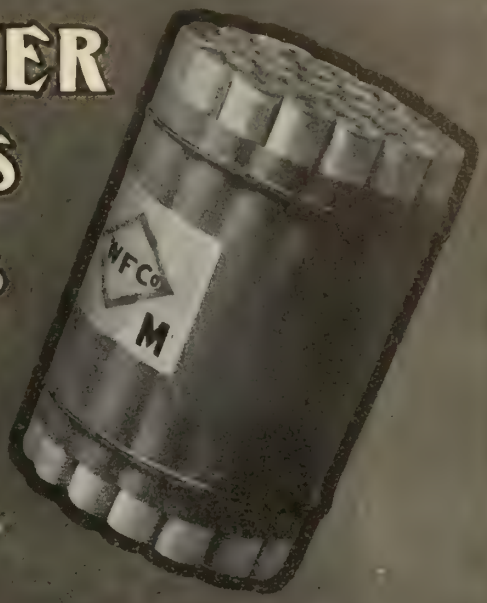
INTERIOR OF W. A. DAVIS' STORE, WINNIPEG.

stands according to price, and throughout the whole store no effort is spared to provide effective displays.

Mr. Davis himself has been connected with the book and stationery trade of Winnipeg for a quarter of a century. For 15 years he was with Alexander Taylor, one of the early booksellers of Winnipeg. Ten years ago Mr. Taylor moved from his old stand and Mr. Davis put in a stock in the old store where he is still in business. All lines of books and stationery are carried, the basement being used for the storing of a very heavy stock. Particular attention has always been paid to high-class Mr. Davis has the faculty of disposing his goods compactly, which goes a long way towards improving the appearance of any store.

The Chas. H. Elliott Co., Philadelphia, recently made a shipment of tally cards to Manila, Philippine Islands. The export trade of this firm has increased considerably, and has been conducted in a great measure from the suggestions offered by this paper some time ago. The firm is making regular shipments to Honolulu at stated intervals during the year.

WATSON-FOSTER WALL PAPERS Produce Results ARTISTIC AND PROFITABLE



DO NOT MEASURE SUCCESS BY THE SIZE OF YOUR TOWN

BUT BY CONFIDENCE IN

YOURSELF

AND

"WATSON-FOSTER" GOODS

This is the history of the (now) largest dealers in Canada. It can easily be yours. Think how much business you'd LIKE to do and let us help you in a practical way to

DO IT.

AUG. '05.

THE WATSON-FOSTER CO. LIMITED

MONTREAL

CANADA

WALL PAPER

SOME PRACTICAL SUGGESTIONS.

PROPER paper-hanging is a detail which the retail dealer cannot afford to neglect. Even if it lies beyond his jurisdiction, which is frequently confined to selling the paper, he must provide for its proper hanging. The whole business of house furnishing depends upon the customer being well pleased with the result of the purchase. It will not assist one's business to say that the buyer chose what pattern pleased her best and arranged for the proper after treatment of it. The fact remains, that every time a room is inartistically treated it lessens or destroys the desire of all who see it to do further decorating. No fault may be found with the merchant and the people may not be positively displeased with the result. It is in the absence of any positive incentive through admiration that the real harm is done.

When a housewife sees a particularly effective arrangement of a room, her own tastes become stimulated and educated. So the feeling passes from one to another. One well-fitted house will cause the renovation of a dozen others and these will set the fashion for a whole town. In like manner an unsuitable pattern or bad paper-hanging will minimize the work of refurnishing.

To make the most out of the house furnishing department, the manager should make himself familiar with the newest and best ideas in wall coverings. His desire to sell goods should be always subordinate to his desire to give satisfaction. The room to be furnished should be studied and the general scheme of decoration should be followed. Paper patterns cannot be chosen merely for their prettiness. A paper might be exceedingly pretty and attractive and yet be impossible for a particular room. A dining-room must be treated one way, a library another.

Going beyond the choice of patterns, the dealer in wall papers ought to have at his command a good, reliable paper-hanger. By this means he can assure his customer satisfaction in the work and he will at the same time be sure that a good scheme of decoration will not be spoiled by inefficient workmanship. Conditions obtaining in particular cases will decide what arrangements are best. Men may either be kept altogether by a firm or an agreement to do its work may be entered into. At any rate, a reliable man should be at the store's disposal.

A MID-YEAR CALENDAR.

Stauntons Limited have opened the second half of the year by issuing to the trade a very handsome calendar running from July, 1905, to July, 1906. This kind reminder will be much appreciated by the recipients. The pages contain some telling advertising for the Staunton line of wall papers. Like all the literature of this firm, it is gotten up in fine style. The coloring is brilliant and striking and is altogether a decidedly good piece of work.

EDUCATION IN HOUSE FURNISHING.

INTERIOR decoration has within the last few months come in for a large share of attention from papers and magazines. The following extract from an American daily shows to what an extent public taste is being educated to new ideas and fine effects. The house furnishing man should not be behind the newspapers in exploiting artistic ideas:

There was once a time when matting meant a covering for the floor consisting of an unbroken succession of dark and white squares that made the floor look like a gigantic checkerboard. It was heavy and stiff and shiny, was fastened down with big double clamp tacks and bulged in nice little hillocks at stated intervals; it had a "best room" smell, strongly suggestive of horsehair furniture and big four post beds, and was always associated with long, hot Summer afternoons. Time and fashion, assisted by the Japanese, have wrought such changes that nowadays matting is one of the most satisfactory and artistic of household furnishings. The old checkerboard patterns are still to be seen and are preferred by some people, but the materials are much finer in texture and more easily handled than the old fashioned kind; the regular Japanese matting, however, is really a thing of beauty, and besides being used as a covering for floors, is put to other uses not dreamed of by the methodical housekeepers of the good old times, who put down their strips of shiny squares in May and took them up in September or October.

Japanese matting is soft and pliable, and when the strips are sewn together, as they always should be, the matting may be laid as smoothly as a carpet. For Summer use particularly there is nothing more satisfactory than this typical product of the Orient, with its light background and the big vague looking flowers done in indefinite pinks and blues and rehs, with probably only one design to the yard, thus giving an effect of space and naturally of coolness, and harmonizing well with rugs of any description. For carrying out a Japanese effect the matting is used to cover walls. It is tacked on at the top and bottom and between the widths are run strips of a contrasting color covering the seams and giving the appearance of panels. Owing to its flexibility this matting is also largely used in upholstering Summer furniture; settees and settles, porch chairs and other pieces of semi-outdoor furniture are made very attractive when covered with it.

There are many varieties of jute rugs for use in camps and bungalows and on piazzas in rather vivid shades of red and green. These are heavy and coarse and effective. The rugs made of Japanese matting, or rather the pieces of matting having completed designs similar to those on rugs, do not seem to be in very great favor now, at least, there are very few varieties to be found in the shops, but pieces of the regular stock cut the desired lengths and fringed make rugs that are equally as useful if not quite so attractive.

Another decorative fabric for which there is a growing demand and for which we are indebted to the Japanese is the grass cloth used for covering walls. This comes in all the standard colors, and is a yard wide. The general effect when on the wall is very much that of burlap, except that it is of finer weave and has almost a glossy appearance. It is made of Chinese grass, which is woven in the same manner as a loose-weave cloth or woolen goods, then a very thin coating of rice paper is pasted with infinite care on the back of the cloth to give it body, and also to make it possible to attach it to a wall, the grass cloth itself being of such a fibre that it will not hold paste.

But there are other wall and floor coverings that are not essentially Japanese, though equally as beautiful. An exquisite new wall paper is called English chintz.

WEBSTER'S INTERNATIONAL DICTIONARY



RELIABLE UP-TO-DATE STOCK for ALL BOOKSELLERS

RECENTLY ENLARGED with

25,000 NEW WORDS AND PHRASES

ALSO ADDED
NEW GAZETTEER OF THE WORLD
NEW BIOGRAPHICAL DICTIONARY

2380 Quarto Pages Rich Bindings. 5000 Illustrations.
It is a Packed Storehouse of Accurate Information.

GRAND PRIZE** (Highest Award) **World's Fair, St. Louis.

Editor-in-Chief, W. T. HARRIS, Ph.D., LL.D., U. S. Com. of Education.

Also **Webster's Collegiate Dictionary**
1116 Pages. 1400 Illustrations.
REGULAR EDITION, 7x10x2⅝ inches. 3 bindings.
DE LUXE EDITION, 5⅞x8⅝x1⅓ in. Printed from same plates, on bible paper. 2 beautiful bindings.

GRATIS and PREPAID Descriptive Circulars, with your Imprint, of both books.

G. & C. MERRIAM CO., Publishers, Springfield, Mass., U.S.A.

GET THE BEST



WALL PAPERS

Every sample in the new "STAUNTON" Line for 1906 is a good reason why you should place your order for "STAUNTON" Wall Papers.

Before Buying, See Our Line

STAUNTONS LIMITED

TORONTO



THE UNDERWOOD

The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO *and at* **99 ST. FRANCIS XAVIER STREET, MONTREAL**

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

Over a white background, which, by the way, is glazed until it is very shinny, there is scattered a most fascinating collection of old-fashioned flowers, dahlias and hollyhocks and asters in a marvelous variety of colors, but so



Burlap Hanging No. 1710. 18-inch Landscape Frieze No. 4700.

A Fine Reproduction in Wall Paper of a Burlap Fabric. The Pattern is shown in Numerous Artistic Colorings. The Landscape Frieze is of a Highly Decorative Character and Entirely Novel in the Handsome Scroll Framing to the Scenic Panels. Manufactured by Stauntons Limited, Toronto, Ont.

well chosen and so effectively arranged that it makes one think not of a kaleidoscope, but of all the interesting things one has ever read about old-fashioned gardens. More bizarre and showy is a new French paper in a rose design; the background is almost invisible through the masses of most natural looking green leaves, but the few comparatively small white spots that remain give a suggestion of perspective that is remarkable, and one has a feeling that on the other side of those leaves space extends indefinitely. The roses on this unusual pattern are few and far between, and one that dropped almost to pieces adds to the originality of the design.

The "Menzie Line"

A collection of Wall Papers made to meet the public demands and practical requirements of the decorative trade throughout Canada.

Artistic Effects
Superior Colorings
Exceptional Values

We are not in the combine--we make our own prices. Write to-day for samples.

The Menzie Wall Paper Co., Limited

Toronto, Ont.

Manufactured Stationery

Our new factory is the most modern plant of the kind in the world, giving us facilities for making all kinds of High Class Stationery that are unequalled. Our new lines of standard goods are rapidly being completed. See samples of the following, which our travellers are now showing.

New Half-Russia Blank Books,
New Half-Calf Blank Books,
New Arkona-Calf Letter Books,
New Arkona-Calf Counter Books,
New Leatherette Counter Books,
New Canvas Board Counter Books,
New Alligator Petty a/c Books,
New Notes, Drafts and Receipts.

These are only a few of our up-to-date specialties; more are being brought forward every day. Letter orders will be given our most careful attention.

Warwick Bros. & Rutter

LIMITED

Wholesale
Manufacturing Stationers

TORONTO

SANITARY COPYING CLOTH BATH.

A COPYING cloth bath that is coming into wide use at present on account of its many good features, is the "Eureka," made by the Eureka Blotter Bath Co., of Chicago. These baths not only give absolutely perfect copies without blurring or marking the originals, but have a characteristic common to no other copying devices in that they preclude any souring or moulding with the attendant unpleasant and unhealthy odors. The "Eureka" bath is made of the best quality of galvanized iron, aluminum finish, and is filled with a groundstone composition, which will absorb and retain a large quantity of water without softening. This composition is impregnated with an antiseptic compound, which prevents objectionable odors. Prices range from $4.50 up to $50.

A SAFETY CLIP.

Illustrations herewith show the Duryea Improved Safety Fountain Pen and Pencil Holder, which ensures



absolute protection against loss. The holder is made in sterling silver and fits close to the pen, so that it does not interfere with its use. A. O. Hurst, Toronto, is Canadian agent for these holders.

SLATE PENCILS, OLD AND NEW.

MOST readers of this article can remember in their school-boy days that there were slate pencils and slate pencils, some better than others, but most very bad indeed. They were irregular in size and shape and often concealed a piece of grit, which would scratch a slate beyond repair. Occasionally by some good fortune a soft, white-colored slate pencil would be found, that was smooth and round and would make a nice, clear mark without the least possibility of scratching the slate. As long as this pencil lasted it was a carefully-guarded treasure. Such pencils as this were many times as expensive as the common ones, and there was in the old days no steady supply of them.

Now this situation has been altered, for a clever inventor perfected some years ago a process by which nice, soft, light-colored pencils could be produced in large quantities and sold at such a low price as to compete with even the cheap, scratchy pencils that are imported. This inventor is Col. D. M. Steward, of Chattanooga, Tennessee, and through the firm of which he is president, hundreds of millions of these uniform, non-scratching pencils are being sold in all parts of the world.

The school boys of London and Paris are using them as well as the natives in India, Africa and the Far East. In Canada, where these pencils are known as the "Compo" brand, they are very popular, and since their introduction



to this market by Mr. A. J. McCrae, of Toronto, the importation of the old kind of slate pencils has ceased almost entirely.

A MARKED IMPROVEMENT.

COOPER, DENNISON & WALKDEN, LIMITED, London, Eng., manufacturers of the "Melanyl" marking ink, warranted indelible and harmless on any fabric, are again to the front with an ingenious new steel pen, which is the only one not affected by indelible ink. In former times it was necessary to use quill pens, which were furnished by this firm, but there were always



certain objections, as the quill pen was sometimes unsatisfactory in results. A metal pen is far superior for writing purposes. After much experimenting in their laboratories this pen of perfect results was finally evolved. It effectually avoids any chemical action which might spoil the ink and can only be had from these people. H. L. Lyman, 6 St. Sacrament street, Montreal, is the Canadian agent.

THE TALKING MACHINE TRADE.

THE Berliner Gram-o-Phone Co. of Canada, Limited, have just made an important announcement, and one which is calculated to have considerable and far-reaching effects upon the talking machine trade in Canada. Realizing that there is a certain section of the residents of this country—notably Americans settled on this side of the line—who prefer to secure the products and manufactures of their own country whenever possible, the Berliner Co. have entered into an agreement with the Victor Talking Machine Co. to act as sole distributors in Canada for the talking machines and records made by them in the States. They will carry a full stock of the Victor machines in all sizes, also a complete assortment of all seven, ten and twelve-inch records published by them and made from their original matrices under exclusive license. In addition, they will put on sale in Canada, for the first time, the famous Red Seal records, which have created such a furore throughout the world and which are made by singers and musicians of such world-wide celebrity as Melba, Plancon, Caruso, Kubelik, Campanari, Calve, de-Lussan, Tamango, etc., nearly all of whom are under agreement to sing for no other talking machine firms than the Victor Co. These Red Seal records, it is well to note, can be used with just as good effect on the Berliner gram-o-phones as on the Victor. All future records published by the Victor Co. will be published simultaneously in Canada by the Berliner Co., who will be in a position to fill orders for either Victor machines or records promptly after September 1.

Whilst on the subject of talking machines and records it might not be amiss if readers of Bookseller and Stationer were apprised of a feature in connection with this class of goods, which has, up to now, been overlooked by many, and which should show the thinking storekeeper that there is often more profit in a line of goods than he at first imagines. Briefly the argument is this. If a man buys a piano he has to buy sheet music to play from and by this means every piano owner is a source of more or less remunerative income to the sheet music seller. The number of music sellers and publishers is legion, and so the profit is consequently very much split up. With talking machines, however, it is different, and the chances of obtaining a regular and at the same time profitable customer for records in every talking machine owner becomes practically a certainty, for he must buy records for his machine, and, unlike sheet music, records can only be used with certain types of machines and the owner of a Berliner or Victor must buy the records published by this firm.

The Berliner Co. issue a list of the records published each month—from 50 to 75 in number—and this list is sent by mail to every owner of a Berliner gram-o-phone throughout the country, drawing attention to the name and address of the nearest agent from whom the records can be obtained. They also advertise largely in the local papers to help the dealers dispose of their goods and with the bookselling and stationery trades this should be an important point, as much general business might be secured from the influence of these ads.

The talking machine business has been developed in the States by many booksellers and stationers, especially in the smaller cities, until it now forms a most important item of their monthly turnover.

BARR PAPER CO.



Successors to
B. ZIEGEL

Write for Sample Book and Price Lists.

Third and Cambridge Sts.
Philadelphia, Pa.

Patronize Canadian Manufactures

Auld's Premium Mucilage—nothing better.
Auld's Lithograms and Lithogram Composition—best quality.
Acme Cleansing and Washing Powder—for Printers' and general use.
Coal Saving and Smoke Consuming Compound—saves ¼ to ⅓ of the Coal and no danger with it.

Dealers in Pulp and Paper

Correspondence and Orders Solicited.

AULD MUCILAGE CO., 58 Wellington St., Montreal

WILLIAM MITCHELL'S PENS

MAKER BY ROYAL WARRANT TO HIS MAJESTY THE KING

MAKER TO H.M. GOVERNMENT OFFICES and THE BANK of ENGLAND

THE BEST QUALITY
Steel and Incorrodible Metal Pens

WRITE FOR TRADE LIST AND PATTERNS

To 44 Cannon St., LONDON

Cablegrams: "Manifold, BIRMINGHAM"



SPECIAL CANADIAN
Sample Boxes to retail—10 cents

MANUFACTORY:
Washington Works, BIRMINGHAM

Representative:
Mr. Wm. MacPherson,
118 Albany Avenue, - TORONTO

Velvet Leather for Pyrography
Embossed Leather in Seal, Walrus, Dolphin, and Other Designs
Spanish Roans for Fine Furniture
Leather for Bookbinding, Bag and Purse Making, Etc.

Manufactured by

CLARKE & CLARKE, LIMITED

Established 1852 TORONTO

TAKE NO SUBSTITUTES
IN BLOTTING PAPER

IT PAYS TO KEEP THE BEST THAT MONEY CAN BUY
"Standard," "Imperial," "Sterling," "Banker's LINEN FINISH," and
"Royal Worcester" Enameled, are the best and lowest priced.

SAMPLES AND PRICES ON APPLICATION TO

BROWN BROS., LIMITED, Toronto, Ont. McFARLANE, SON & HODGSON, Montreal, Que. CONSOLIDATED STATIONERY CO., LIMITED. Winnipeg, Man.

OR STANDARD PAPER MFG CO., Makers of Everything in Blotting, RICHMOND, VA., U.S.A.

TRADE
"COMPO" Slate Pencils
MARK.

This new **soft** pencil is sold by all the leading Wholesale Stationers and is the most satisfactory slate pencil ever offered the trade.



ABOVE CUT SHOWS 10 COMPO SLATE PENCILS IN BOX. BOXES ARE RED WHITE AND BLUE. THESE GOODS ARE ALSO PUT UP WITH 4 AND 12 PENCILS IN BOX.
And in Boxes of 100s, with Gilt Paper Colored Paper, or Plain.

The manufacturers have had over 27 years' experience, and the quality of the goods is excellent. All boxes and labels are fresh bright colors and very attractive. Pencils are uniform, full size and count. This line costs less and affords the dealer a better margin of profit than any line of slate pencils on the Canadian market.

D. M. STEWARD MFG. CO.,
Established 1876.
CHATTANOOGA, TENN., U.S.A.

For Canada, Address
A. J. McCRAE,
172 ADELAIDE ST., WEST, TORONTO

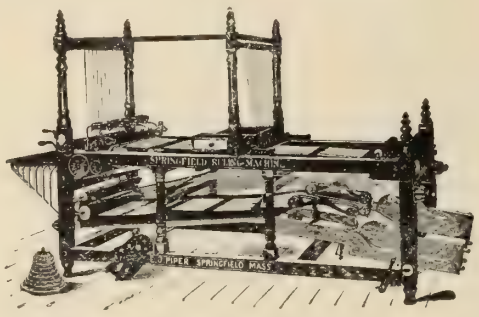
THE KELK-SUTCLIFFE CO.

76 YORK ST. - TORONTO.

: : TO THE TRADE : :

We respectfully remind our friends that all our new importations are now in our warehouse. Our sample room will be complete and goods ready for inspection on the 16th of August. Up-to-date lines of staple and Christmas goods in each Department. A personal call from you is very much desired.

DOLLS, TOYS, ALBUMS, GAMES, SLEIGHS, ROCKING HORSES, CHINA, LEATHER GOODS, DRUGGISTS' SUNDRIES, MUSICAL GOODS.



E. J. PIPER

Practical Model and Pattern Maker

And Manufacturer of **IMPROVED RULING MACHINES, STAMPING PRESSES, &c.**

LIGHT JOBBING OF ALL KINDS

No. 44 Hampden Street, near depot

SPRINGFIELD, MASS.

SPECIALTIES.

Birthday Cards,
Christmas,
New Year and
Calling Cards.
. . Valentines . .
Easter
Confirmation,
Communion and
Religious Cards.
Hebrew New Year Cards,
Engagement,
Wedding,
Silver Wedding,
Golden Wedding,
Name's Day and
Mourning Cards.
God Child Books.

. . . .

Menus and Table Cards.
Gilt Beveled Cards.
Invitation Cards.

Established 1882
Factory in Saxony

A. Baetz & Co.

Importers and Manufacturers of

HOLIDAY CARDS

23 Duane Street, - New York

Our importations of Christmas Cards and Booklets have no competition.

We are the leaders in the finest Postcards up to $12.00 a hundred, wholesale.

SPECIALTIES.

Festgruesse.
Decorated Letter Heads

. . .

Silk Reliefs.
Scrap Pictures.

. . .

Novelties
in Silk, Satin, Celluloid,
Gelatine, Etc.
Advertising Novelties.
Calendars.
Souvenir Post Cards.
With Views, Black and Colored
For Birthday, Christmas,
New Year.
The Finest in U.S.

PERSONAL AND TRADE NOTES

Mr. R. J. Craig, bookseller and stationer, Cobourg, called on the Toronto trade quite recently.

The Canada Drug & Book Co., Limited, Ymir, B.C., have been succeeded by Dr. J. C. Elliott.

Mr. W. C. Hall, of Langton & Hall, Limited, Toronto, is expected home from a three months' trip to England shortly.

Mr. George Craven, representative on the road of the Charles H. Elliott Co., Philadelphia, is spending a vacation in Portland, Me.

Mr. A. Crusius, manager of the sales office at New York, of the United States Playing Card Co., called on the Canadian trade last month.

Mr. J. J. Chisholm, Winnipeg, has been appointed western representative of the Rolla L. Crain Co., of Ottawa. His office is at 54 Princess street.

On July 15 the rate of postage on letters sent from the Commonwealth of Australia to Canada was reduced from twopence halfpenny per half ounce to twopence per half ounce. This is a step in the right direction.

Supplementary letters patent increasing their capital stock to $35,000, have been taken out by the Floods Co., Limited, wholesale and retail stationers, St. John, N.B.

A recent visitor to Eastern Canada was Mr. George Bayley, of Bayley's Fair, Calgary. Mr. Bayley has a large book, stationery and fancy goods store in Calgary, and is one of the most progressive merchants in the west.

Mr. Geo. F. Yorke, formerly of the Canadian Typewriter Co., has been appointed manager of the supply department of the National Typewriter Co., Limited, 78 Victoria street, Toronto, who are the Ontario agents for the Smith Premier Typewriter.

The Toronto office of Bookseller and Stationer had a pleasant call a few days ago from Mr. W. C. Rowell, vice-president of the H. W. Wilson Co., Minneapolis, who are publishers of the Cumulative Book Index and Cumulative Index to Periodicals.

Only July 15 a new book, stationery and fancy goods store was opened in Stratford by Mr. Harry M. Patterson. He has secured a good location next the Cabinet Hotel and has made the premises most attractive. Mr. Patterson is a Stratford boy and will receive the support of his fellow citizens.

Mr. John N. Marley, representing the L. E. Waterman Co., of Canada, Limited, has returned to Montreal from a successful western trip. John is full of good stories of the booming west, and looks as if the country agreed with him. He will call upon the trade this month in Toronto, Hamilton and London.

The announcement is made that Mr. F. H. Chapple, of Paris, has decided to open a book and stationery store in Galt, and has secured the store in Young's block, now occupied by Mr. A. J Colvin. He has bought Mr. Colvin's stock of sporting goods and immediately after clearing this out will have the store entirely remodelled and put in a complete line of new goods. Mr. Chapple has had an experience of 16 years in the book and stationery business. He was on the Pacific Coast for seven years and latterly has been with Mr. J. H. Fisher, M.P. P., of Paris.

Mr. F. E. Ewing, assistant manager of the Dennison Mfg. Co.'s New York store, who has also charge of the selling organization of the New York house which supervises the Canadian trade, was a visitor to the Montreal headquarters of the Canadian house last month. Mr. Ewing had nothing but praise for the successful management of the Canadian salesmanager, Mr. H. Van Duyne. In fact trade has expanded to such an extent that many months ago Mr. Bert Clark was sent over to assist Mr. Van Duyne. Mr. Clark calls upon the Canadian trade with the exception of the larger cities, and leaves this month on this territory.

A Montreal stationery house has two peculiar insignia in a prominent position on the manager's private office. The first one gives marked evidence of the arduous duties of the manager. It has a pleasant sarcasm, and reads as follows: "Our office hours for listening to solicitors of church subscriptions are from 10 a.m. to 1 p.m. Book agents, from 1 to 3 p.m. Advertising friends and pedlars at all times. Newspaper men are our best friends all day. We attend to our own business at night." In an entirely different tone the second bright sketch reads: "Good, better, best; never let it rest till your good is better and your better best."

Mr. Alex. Dunlop, representing George Tucker, of Birmingham, is at present crossing Canada on a round-the-world trip. George Tucker has a world-wide reputation as a manufacturer of paper fasteners, drawing pins and stationery sundries made of brass. At present his special production is a patent self-piercing paper fastener, constructed much like the ordinary fastener, only with one arm slightly longer than the other. The fastener can thus be thrust through paper as easily as a pin, and the arms can be turned back without breaking the fingernail or hurting the flesh. Several improved drawing pins are also being shown. Mr. Dunlop has as well a line of fountain pens, cash boxes and brass sundries. After leaving Canada he will visit Japan, the Indies and Australia.

CRAYONS FOR SCHOOLS.

THE teaching of art in the public schools is being encouraged to-day and it is gratifying to know that the number of schools in which a training in art is given is increasing. Naturally, supplies for this department of work are being called for, and among other articles, crayons are in demand. These goods can now be stocked by stationers and fancy goods dealers with profit.

An attractive series of crayons is that put up by the American Crayon Co., of Sandusky, Ohio, and Waltham, Mass., for which company A. J. McCrae, of the Yonge street Arcade, Toronto, is the sole Canadian representative. The crayons are packed either in round wooden boxes or in pasteboard boxes. The New Era is a wooden box, containing seven crayons, which can be retailed at one cent. There are eight crayons in the Emerald box and nine in the Surprise, both of which sell at a cent. The Buckeye, with a dozen crayons, is the only three-center. There are three styles of the Paragon crayons, the Superior and the American crayons, which retail at five cents. The Enterprise contains an assortment of twenty-five crayons and retails at ten cents. Four styles of the American crayons also retail at this price. In addition to these boxes of drawing crayons, the company make several kinds of checking and marking crayons.

Valentine's Picture Post Cards

are



of

World-Wide Fame

If you are interested in our work please apply at 510 Coristine Buildings, Montreal, for samples and prices.

See Our Color Set, "The Rockies."

PICTURE POST CARDS

ELABORATE FLORAL CARDS.

THERE seems to be no end to the different varieties of picture post cards that are being placed on the market. Hitherto the general scheme has been to print, paint or photograph a design on a card. Lately, burnt leather designs have become popular. It has remained for A. Baetz & Co., 23 Duane street, New York, to introduce a still more unique card. They have been making at their factory in Saxony, cards in which floral and other designs have been worked out with artificial flowers. The results attained are very pretty and the cards should prove very popular about Christmas time. They also make cards with designs painted on silk, which are soft in effect.

A. Baetz & Co. make all sorts of holiday cards as well, and go in for novelties in silk, satin, celluloid, gelatine, etc.

EVERYTHING THAT IS NEW.

A FIRM that has more then kept pace with the marvelous increased demand for all kinds of picture post cards is the Illustrated Post Card Co., 185 St. James street, Montreal. Their business has expanded to such a remarkable extent that last month the sales reached well over one million cards. This record in itself establishes them as leaders in their line. Their motto is always, "All the staples and the best that's new."

Leather post cards contain all the old favorites and many new ones, including the leather soles, and the newest arrival portraying a trunk with an appropriate invitation to pack up and come along. Prices defy competition. Another attractive line is a series of cards showing many popular illustrated songs. These have a beautiful glossy finish which renders them quick sellers. The views of the Great West in a series of eighteen contain photographs of the latest developments and most typical scenes in that country. Their tinsel views are a great rage, and show every typical Canadian scene. Retailers who have unsalable cards can have them made fresh, new and attractive by having this process applied to them at a minimum charge.

Cards of a lighter vein include a superior comic line, prominent among which are the Peggy from Paris and Devil series. The range is comprehensive in every way, and all wants are catered to. Four travelers are now covering the country, and retailers need to see the range to appreciate its extent and favorable prices. A post card to their Montreal headquarters will bring particulars of any lines desired.

BUSINESS BRISK.

MR. W. G. MACFARLANE, 72 Bay street, Toronto, reports a very brisk Summer trade for souvenir post cards, fancy and comic post cards, and souvenir books. Mr. Little, who is looking after the western territory, has been meeting with great success with Mr. MacFarlane's line. He reports conditions very prosperous in the west and has been sending in large orders. He has been showing a very fine line of burnt leather novelties, from newest designs and executed in artistic style. These have met with great favor in the west. Mr. MacFarlane is increasing his line of Canadian post cards by the addition of a great variety of subjects, illustrating wild life in Canada, western life, hunting, etc. Samples of these will soon be ready to show to the trade. A new line is a set of Indian heads tinselled, which are now being sampled out to the booksellers. These will, no doubt, prove a very popular line.

J. B. SERIES.

THERE is always something new in post cards, but the newest is J. Beagles' series of "Beauty's Eyes" souvenir cards. It is well known that the human eye possesses more individuality and expresses one's emotions more transparently than any other part of the



Miss Ellen Terry as "Madame Sans Gene,"
from a photo by Window & Grove. J. Beagles & Co.

countenance. On this account there exists the vogue of eye-miniatures photographs of the eyes of one's friends —which is found in smart circles in England. Recognizing the beauty and character of the eye, Beagles & Co. have reproduced in life size the eyes of many famous actresses, to which series will no doubt be added, the optics of other celebrities also. They are in bromide and glossy silver type, and it is remarkable how easy it is to distinguish and name the owners after a glance at the card.

Beagles make a specialty of celebrities, and it is doubtful if a larger collection could be found in the world. Altogether, they have some 10,000 subjects. They follow up the principal plays very closely, and one of their recent sets is illustrative of "The Bonnie Brier Bush," a

play well known to Canadians, but which is still anticipated in London. A ten or twenty dollar sample parcel ca be secured by sending London references, and Beagles & Co. will execute orders from any local subject. A series now attracting considerable attention is the Cloth of Gold series, in the production of which, pieces of real brocade and tinsel cloth are used to form the dress or wrap of the subject. With the addition of embossing these cards have a very life-like appearance. We are indebted to Beagles & Co. for the use of the photograph of Miss Ellen Terry.

A WORLD WIDE RANGE.

SAMPLES of post cards received from Valentine & Co., of Dundee, speak eloquently of the improvements that have been made in color printing in Great Britain. It is not long since the bulk of post cards, both in black and white and color, were produced in Germany, but the foreign product is now almost entirely replaced by cards that are the result of British labor. Messrs. Valentine have large works in Dundee, where all cards bearing their name are produced, and as they employ over 500 persons, they lay claim to the distinction of being the largest printers of postcards in the world. They go even further than this, and patriotically declare that they have not a foreign employee in their works.

In looking over their samples, it is pleasing to note the cosmopolitan character of their almost unending series. With several volumes of their sample books before him, one wanders in imagination not only through the interesting parts of Great Britain, but through lovely scenes in Japan, Jamaica, Norway, Sweden, The Holy Land, the Canadian Rockies and other countries of picturesque beauty. The majority of their cards are colored, or rather tinted, for so artistically are the natural colors produced that there is an absence of that garish effect that was, and is still, so noticeable amongst some publications.

Nothing could be more beautiful than the views of the Norfolk Broads and Sylvan Devon. As pictures alone, these cards have a high artistic value apart from the interest that attaches to them as souvenirs of traveling, or reminders of "home." The series of comics is, of course, an exception in the matter of color, for here contrasts of several sorts are necessary to gain the humorous effects desired. The illustrations, comic and otherwise, of popular songs are very clever, as also the pictorial advice "The Husband and How to Train it." Famous cricketers are also reproduced in sets. Altogether the Valentine series is one that well repays inspection, and is very hard to get away from, comprising as it does something for every taste, except the vulgar.



The River Thames, London, Ontario.

A SUPPLY COMPANY.

MR. E. W. RICHARDSON, the manager of the Collectors' Publishing Co., of London, England, has a very wide experience with post cards, both British and foreign, and while a publisher himself, his lines are not confined to his own publications. He is so closely connected with the largest and most noted publishers of post cards all over the world that the Collectors' Publishing Co. are able to supply the trade with cards from almost any country in large or small quantities. A very artistic series recently produced by this company shows numerous views of picturesque Wimbledon in water color effect. Another new idea is to have a group of twelve post cards reproduced in miniature on one card. The Collectors' Publishing Co. wish to increase their correspondence with Canadian houses, as they feel themselves in a unique position for supplying home or foreign publications, or small lots of local views with the dealers' own imprint if desired.

W. G. MACFARLANE

Picture Post Cards and Souvenir View Books

72 Bay Street, - TORONTO

Post Cards of all Canada; 500 subjects, printed in colors; and embossed in gold and colors, $12.00 per thousand.

CONTRACT LINE FROM CUSTOMERS' OWN PHOTOS.

Post Cards in colors, illustration filling the whole card, 3,000 at $7.50 per thousand. Our new style. Send for samples.

Send for samples of our Moonlight Effects, Aluminette and other styles in local view post cards.

Indian Heads, tinselled, $15.00 per thousand. In preparation, a splendid line of typical Canadian stuff suitable for Christmas trade. We have a good stock of fancy and comic import lines.

A full line of samples of burnt leather novelties, post card albums, etc., carried in stock and made to order.

Burnt leather post cards and wood post cards. Souvenir books of all parts of Canada. Editions printed to order at price of $60.00 up.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

One Million Post Cards

ARE THE SALES OF LAST MONTH. This speaks for the quality and merit of our cards. We hold the lead against all competition entirely owing to merit. We maintain the position of being the largest jobbers in Canada.

A Few of Our Lines

Views From Coast to Coast

Large assortment, 85c. per 100, $7.50 per 1,000.

Special From Your Own Photos

In black and white, $7.00, in colors $9.00 per 1,000 of a kind.

We Have the Sole Agency for some of the best known post card publishers here and abroad, among which are: **Rapid Photo Printing Co., A. Selige Publishing Co., Clement Tournier & Co., Kunzli Freres.**

Some of these lines are: Abundant variety of comics, such as: **Jags, Smiles, Peggy from Paris, H. Comics, K. Comics, Devil Series,** from 85 cents up. Colored **Love Series,** full of sweet love, $1.00 up.

Burnt Leather and Wooden Soles and Squares, $5.00, 50 designs.

Tinsel Views. Beautifully illuminated by fine Iris Powders, most striking effect, at 75 cents extra per 100.

If you have any old cards you cannot get rid of send them to us and we can make them saleable.

Post Card Rack in black Enamel, to hold 64 kinds, at $5.00 each.

JUST RECEIVED abundant variety of

Post Card Albums

at all prices.

Illustrated Post Card Co.,

185 St. James St., MONTREAL.

BE ALIVE

Going after business is like going after anything else. The more judgment displayed in the going, the more satisfactory will be the results.

¶ The most successful lines of goods on the market are those which absorb the entire attention of the concerns making them. They are most apt to be well made and most desirable.

¶ We make Tally Cards and Guest Cards. We make an immense line of them. and we put our whole soul and talent into their production.

¶ Small wonder, then, that The Elliott line is **THE LINE** of such goods on the market. We make and sell more Tally Cards and Guest Cards than the total production of all others engaged in the business.

¶ We almost dare to say that we export more than the combined production of others, for our Canadian trade has grown to immense proportions.

¶ There are many good new things in our line this year which we have not printed cuts of, nor even described in the trade papers, for good and sufficient reasons. We don't like to have all our good things copied while they are fresh, but are charitable enough to allow them to be copied after we have received full benefit of sales of same.

¶ It will certainly pay you to see our line before placing your orders for Tally Cards, etc.

¶ Exceedingly salable goods, such as English Calendar Pads, Die Stamped Holly Cards, Private Greeting Cards, Die Stamped Holly Postals, New Year's Passes and Checks, and several other original ideas are included in our line this year.

¶ We publish the only illustrated catalogue of this sort of goods. It's free for the asking.

THE
CHAS. H. ELLIOTT CO.
Engravers and Publishers
17th and Lehigh Avenue
PHILADELPHIA

J. Beagles & Co.
Wholesale and Export Manufacturers and Publishers of the
"J. B. & Co." Post-cards
Post-card Photographs of
CELEBRITIES
NEW Glossy Photo Cards — NEW Jewelled Cards
NEW Embossed "Cloth of Gold" Cards — NEW Photo-colour Cards
NEW Luminous Pearl Cards — NEW Bromide Cards
The most up-to-date and largest collection in England
Royalty, Clerical, Theatrical, Musical, Literary, and other Celebrities.
Fine New Selection of Actresses.
Write for the subjects you require.
THE J. B. & CO. POST-CARD ALBUMS
11, LITTLE BRITAIN, ALDERSGATE STREET, - LONDON, E.C., ENGLAND

THE CARDINAL SERIES
Pictorial Posctards
English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards.
Japanese Albums and Stamps.
Postcard Albums
FERD. ANTHONY HORLE & CO.
8 St. John's Lane, London
CASH OR THROUGH LONDON SHIPPERS

"Sports" Playing Cards

LACROSSE DESIGN.
THE BEST VALUE IN THE MARKET.
ONE OF MANY VARIETIES.
Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.
SPECIAL CARD FOR WHIST PLAYERS
Colonial Whist
We are headquarters for PLAYING CARDS
MADE IN CANADA.
Style and finish equal to Imported Cards.
Advertising Cards of all sorts—Novel Designs.
FOR SAMPLES AND PRICES APPLY—
The UNION CARD & PAPER CO., Limited
MONTREAL.

PLAYING CARDS

THE GOODALL CUP.

ACCOMPANYING this article appears a picture of the Goodall Cup, which has been frequently referred to in these columns. The handsome trophy was presented to the Canadian Whist League by Charles Goodall & Son, Limited, London, England, to be competed for by Canadian whist clubs. It is solid silver and very handsome and imposing in appearance. Teams from Hamilton, London, Ottawa, Napanee and Toronto entered the competition this year, the cup being won by a team from the Toronto Whist Club, composed of Messrs. W. S. Wallace, G. F. Macdonnell, L. G. Amsden and R. C. Sinclair. The cup becomes the permanent property of any club winning it three consecutive times.



The Goodall Cup.

GET A SHOW CARD.

Any dealer who writes in to A. O. Hurst, the Canadian agent for Goodall's playing cards, will receive a show card, tastily designed and printed, which will be found most helpful in selling the cards.

NEW CONGRESS PLAYING CARDS.

THE United States Playing Card Co., at Cincinnati, U.S.A., have announced ten new Congress playing card backs for the season 1905-06. Miniature proofs of these backs in black and white appear in their advertisement in this issue. The black and white illustrations give but little idea of the beauty of the cards, as it is their rich colors which principally give to them their beauty. The new cards are all finished with gold, and with light-colored, durable margins. The designs are the most artistic and harmonious in color yet offered in the Congress grade. The Congress cards will be extensively advertised in the magazines this season, and the consequent demand on dealers will be heavy.

Another departure in the Congress brand is the putting of them into fancy holiday packages, as illustrated herewith. They are put up two packs, three packs, and six packs to a box, the boxes being covered in a great variety of handsome designs of cover paper. These fancy



boxes will also be advertised in the magazines, and a large holiday season sale is expected for them. Samples of the new designs and illustrations in colors of the fancy boxes will be sent to any dealer on application. Orders may be placed through any of the leading Canadian jobbers.



"Is your son working?" asked the neighbor.

"Not yet," answered Farmer Corntossel.

"Can't he get a job?"

"He ain't satisfied with a job. He wants a position."—Washington Star.

With the Canadian Manufacturers' Association Excursion Party in England



Messrs. McNaught, Ballantyne and Firstbrook discussing weighty affairs on shipboard.



Excursionists taking the electric cars at Sheffield.



Colonel Gartshore of London and Lloyd Harris of Brantford "on a toot" up the Thames.



Mr. Tobin and Mr. H. P. Allen and on of London taking it easy.



A group of Winnipegers at the Ascot races.



Mr. and Miss Sweet taking it easy. Mr. Sweet is Manager of the Sanford Clothing Co., Hamilton.



R. C. Wilkins of Montreal and Mr. McDonald of London taking a sun bath.



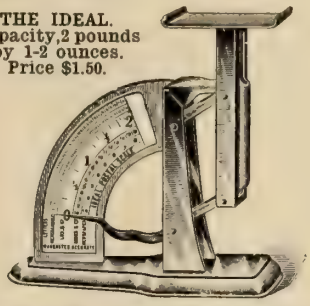
Mr. and Mrs. David Waterous of Brantford playing Shuffleboard.

TRINER POSTAL SCALES ARE POSITIVELY ACCURATE AND SCIENTIFICALLY PERFECT AUTOMATIC POSTAL SCALES.

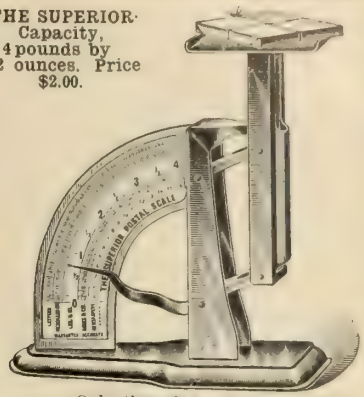
THE GEM.
Capacity,
1 pound by
1-2 ounces.
Price $1.25.



THE IDEAL.
Capacity, 2 pounds
by 1-2 ounces.
Price $1.50.



THE SUPERIOR.
Capacity,
4 pounds by
1-2 ounces. Price
$2.00.



The Triner Postal Scale records instantly the exact cost in cents on all classes of mail matter. Steadily increasing sale is convincing proof of the merit of the Triner Postal Scale. Article can be placed anywhere on platform, yet always shows accurate weight.

Order through your Jobber.
TRINER SCALE & MFG. CO.
1255-59 W. 21st Street CHICAGO, ILL.

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.

Taber-Prang Art Company

Publishers of

Artotypes,
Photographic Reproductions on Platinum,
Aristo and Albumen Papers,
T. P. Sepias,
Portraits, Taber Carbons,
American Carbons,
Water Color Fac-similes.

Louis Prang Litho-Color Prints and Reproductions of Photographs,
Prang's Art Studies
Imperial Photogravures,
Pastels, Etchings,
Calendars, Miscellaneous
Art Publications.

We are ready at all times to furnish estimates and publish any special subject the trade may desire.

Manufacturers of

PICTURE MOULDINGS, FRAMED PICTURES,
FRAMING OF ALL KINDS, ART NOVELTIES, MIRRORS.

Factory and General Office :
SPRINGFIELD, MASS.

Salesrooms :
No. 10 East Fifteenth St., New York City.
No. 36 Bromfield St., Boston, Mass.

JAPANESE PAPER.

MOST persons are familiar with the peculiar character of Japanese paper, which is made from the inner bark of the mulberry tree. It is seldom bleached, but made as clean as possible; hence its peculiar color. It is made in small villages, where all the inhabitants are paper makers. The sons of paper makers follow the profession of their fathers, unless adopted into a family pursuing some other vocation. The paper mulberry tree, of which it is made, is propagated by cuttings from the roots, which are planted on the borders of rice fields, and they mature in about five years. In November the reeds are cut and sold to the paper makers; and the roots are left to send up new shoots.

The shoots are cut in pieces two feet long, piled up and allowed to ferment, which loosens the bark so that it can be stripped off, after which they are dried in the open air, or scraped at once. The scraping removes the brown epidermis, which is used for inferior wrapping paper. About 33 pounds of the bark are boiled for two hours in a strong lye of wood ashes. The material is then put in bags and left in a running stream until the alkali is completely removed. It is next beaten, two or three pounds at a time, on a wooden block, with heavy sticks for fifteen or twenty minutes. This pulp is mixed with a little rice paste, or a paste from a species of mallow. A thin pulp is obtained by stirring one-quarter pound of this mass into forty or fifty gallons of water.

The web or mat on which the pulp is collected is made of slender strips of bamboo, only the thirty-sixth part of an inch in diameter; several hundred of these are bound together with silk thread; the rods all run lengthwise of the sheet, and hence the mats can be rolled or folded up in one direction. For coarse paper, reed mats are employed. The process of manufacture is essentially the same as in making hand-made paper. A woman sits in front of the tank and stirs it vigorously, then dips a mat and frame into the vat, takes up some of the pulp and shakes it, so as to felt the fibres together. A single dip makes a very thin tissue paper; most paper is made by dipping twice and draining each time. After the second dipping the mat is placed on end by the side of the tank to drain, and the frame put on a second mat, which also receives its first dipping.

While the second sheet is draining for the first time the mat with the first sheet is laid face down on a pile of finished sheets, with a rice straw between them. While the second sheet is draining for a second time, the mat is taken off from the first sheet, so that only two mats are necessary. When 500 or 600 sheets, which form a day's work, are completed, they are pressed for a while with heavy weights, then taken up one at a time, by means of the rice straw, and placed on smooth boards to dry in the sun. When dry the sheets are stripped from the board by a sharp knife, with the blade at right angles to the handle, like a sickle. The finished paper weighs about one-half as much as the bark employed.

Copying paper is collected by the middlemen from the numerous small paper makers in the villages of the paper districts, a few reams from each house, and sold to the wholesale dealers; hence the considerable variations in the quality, which it is impossible to avoid in a paper produced by such a variety of hands. The uses to which the Japanese put paper are various in the extreme. Almost everything that is not subjected to any severe usage is manufactured from paper prepared by several chemical processes, many of which are exceedingly ingenious.—Paper Mill.

THE
"BEE" BRAND
SEALING WAX.

The Qualities Best Suited for the Best Purposes are:

THE EXHIBITION PRIZE SEALING WAX
THE PRIZE MEDAL INDIA WAX
THE BANK OF ENGLAND WAX
THE ROYAL SCARLET SEALING WAX
BANKER'S SPECIE WAX
THE LEGAL SEALING WAX

To be had through all First-class Stationers.

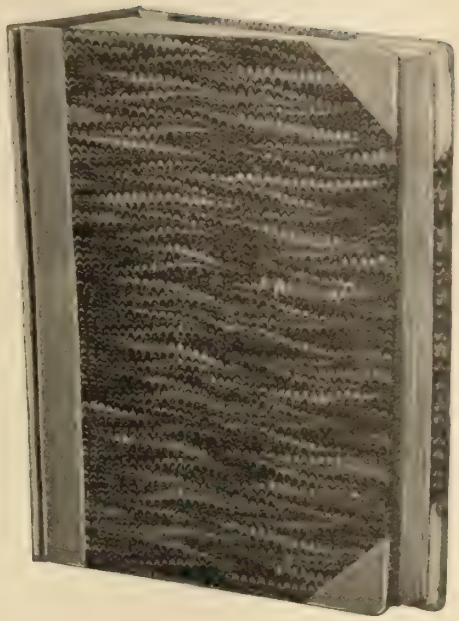
George Waterston & Sons

LONDON, 8 St. Bride St., E.C. Works at EDINBURGH.

Manufacturers of BOTTLING and PACKING WAX of every Description - - Sold by all Wholesale Dealers



SCRAP BOOKS



Guardless Flat Opening

ARE THE LIGHTEST AND THE MOST DURABLE SCRAP BOOKS MADE.

We are also extensive MANUFACTURERS of

Fine Memorandums, Blank Books Fancy Leather Goods, Postal Card Albums, and Excelsior Diaries

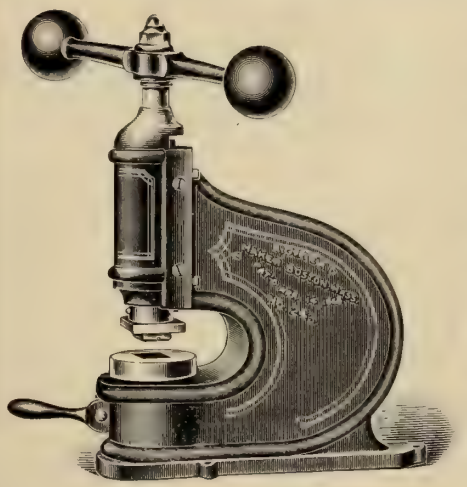
Write for Illustrated Price-List

KIGGINS & TOOKER CO.,

123-125 William St., NEW YORK

MEAD'S

Stationers' Stamping Presses



The most prominent stationers, producing the Finest Illuminated Stamping, use them.

For convenience, accuracy and durability

ARE UNEQUALLED BY ANY PRESS

They Earn Money for Enterprising Stationers.

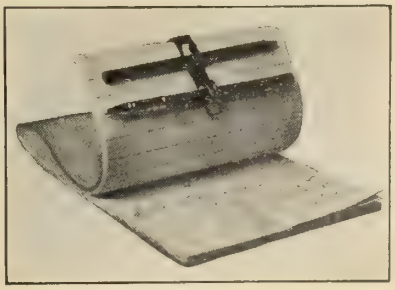
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A Perfect Book-Mark for Note Book or any book used frequently. Holding from one to four hundred pages and two pencils, any size. ***Not a second lost*** in finding "place" or pencil. Bought as soon as seen by any stenographer, and used constantly. Made of Spring Steel and finished in Oxidized Copper.

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PRICE, per Card 2 dozen, $1.35

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PAPER GARMENTS.

GARMENTS made of paper have long been used in eastern Asia, but only in default of other clothing or on special occasions. In western countries the only articles of dress made of paper, until recently, were collars, cuffs and shirt bosoms; that is to say, articles which are usually starched. Now, however, numerous inventors are endeavoring to introduce woven paper fabrics.

Some time ago an Italian, Prof. Zanetti, devised a method of making fine and strong yarns by twisting very thin silk paper, cut into strips about one-tenth of an inch wide. As yet these yarns are used only for wicks of wax candles and in the manufacture of incandescent gas mantles.

A greater advance has been made in Saxony. Here also narrow strips of paper are spun, by a process patented by Claviez & Co. Paper and cotton are also spun together, so that in the finished yarn the paper envelops the cotton. These yarns are used as fillers in conjunction with cotton warp in weaving drillings, suitable for towellings and Summer waistcoats, trousers and skirts.

Heavier and warmer cloth is made by combining paper and woolen yarns. The fabric is cream colored, and may be washed repeatedly without injuring the surface. It is well adapted for tennis and lounging suits. Sufficient cloth for a jacket, waistcoat and trousers costs only ten marks, or $2.50, and still cheaper garments are made for laborers. This new product is named xylolin.

For such use, however, raw materials even cheaper than finished paper are sought. Spinning mill refuse, consisting of very short, smooth fibres that cannot be spun, goes as a rule to the paper mills. Many attempts to utilize this material have been made in spinning mills, and experiments in spinning it wet suggested the idea of further comminuting the short fibres in paper machines. In this way a thin, fibrous paste was produced. This when poured on sieves yielded a thin soft paper, which partially dried and cut into narrow strips, could be spun into yarn. Other cheap paper stock, including wood-pulp, can be converted into yarn by a similar process, and so spinning and paper-making meet.

One brand of these cellulose, or wood-pulp, yarns, is called silvalin. During the last ten years many similar processes have been patented. The manufacture is still in the experimental stage, but definite progress has been made, and the industry has a promising future before it

A NATURAL HISTORY BOOK.

FOR the lover of animals, the student of natural history, or the inhabitant of the nursery, (and what child is not fond of animals), there is a mine of amusement in Walter Emanuel's new book, entitled "The Zoo: A Scamper," published by Alston Rivers, Arundel street, London. Besides most amusing comments on the peculiarities of the zoological specimens, the book contains 50 pictures by John Hassall, twelve of which are full page done in black and white on a ground tint, something after the style of Nicholson's famous cartoons of noted people. The get up and contents of this lively book are so admirable that it will be a surprise if it does not achieve even greater success than Mr. Emanuel's former book, "A Dog Day," which ran into between thirty and forty thousand copies. "The Zoo" is published at 2s. 6d.



I found them wild.



I left them frenzied.

Extract from "The Zoo." Alston Rivers, London.

"And we saw the wild cats who were effected by the heat, and I flatter myself, that if I found them wild, I left them frenzied. For I pointed out to them what a great big shame it was that they were not in the Small Mammals House, as in a cage in the Small Mammals House there were some of the sweetest little mice imaginable.

A BEAUTIFUL THING.

"Love is a beautiful thing," said the lover, leading his inamorata to a hillock by the river side.

"As we sit here in the gloaming, hand in hand—(what's the matter, Virginia?) As we sit here hand in hand and dream of a long voyage down the Utopian river of life together—(what is it, dear? What's bothering you, honey ?")

—"Down the river of life together, does it not" (fidget)—"er, does it not"—(slap!)—"do—does it not"—("Wow!")

"What's the mat—(slap! scratch!)—"ter, Virginia?"

But just then he got a bite himself, and the bite let in the light, as it were.

They had been courting on an ant hill!—Western Publisher.

CANADIAN LIBRARIES.

On August 8 the new Carnegie Library, in Galt, was formally opened with appropriate though not elaborate ceremonies. The building is of brick, with artificial stone dressing. It has been three years in course of construction, and now in its finished state presents an imposing sight. Its interior is a model of beauty, and the equipment is perfect. The total cost will be about $25,000.

The Sherbrooke Council has decided to further study the library question. The finance committee had recommended that no additional grant be given. As the closing of the institution might follow such refusal of aid, further consideration was decided upon. A portion of the citizens are urging the acceptance of the Carnegie grant, but the majority of the council is opposed.

GIFTS TO LIBRARIES.

AT the annual meeting of the American Library Association, held in Portland recently, Joseph LeRoy Harrison, librarian of the Atheneum at Providence, R.I., read a report on the subject of the gifts and bequests to American libraries, which contains some astonishing figures.

Between June and December of 1904, for example, there were money gifts to the various libraries of the country, excluding gifts each less than $500 and not counting the contributions of Mr. Carnegie, to the aggregate of $4,118,670. Collections donated to libraries aggregated in value $5,128,178, excluding gifts of fewer than 250 books. Mr. Carnegie's gifts during the same period were to thirty-eight institutions and aggregated $1,009,500. Making donations to libraries is a popular form of philanthropy, it seems.

As a supplement to the report, there is a table giving the full amount of Mr. Carnegie's donations for library purposes between 1881 and 1904. They foot up the tremendous aggregate of $39,325,210. The only States and Territories which have been passed over by him, up to this time, are Alaska, Arkansas, Delaware, Mississippi and Rhode Island.

An interesting portion of the table is the comparison between the population in each State and country, with the population which is within reach of a Carnegie library. Taking the United States, Porto Rico, Canada, Scotland, England, Ireland, Australia, New Zealand, Tasmania and the West Indies, it appears that 18.7 per cent. of the entire population of all these countries, on the average, is within reach of a Carnegie library.

Benedict is a New Haven man who has been eight times the father of a bouncing bounder. In the outskirts of the university city is a little town among the hills named Prospect, and last year four of the children were sent there for the Summer.

One day Benedict and his wife entertained at dinner a new acquaintance, Professor B. The Professor is a bachelor, and, like many scholarly men, rather ill at ease in society.

"What a fine little family of children you have," he began with an admiring glance at the four stay-at-homes.

"Yes, indeed," replied Benedict proudly, "and we have four more in Prospect."

The Professor blushed his astonishment.

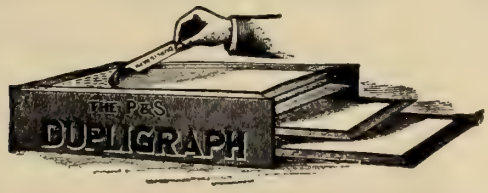
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OVERWORK DOESN'T PAY.

AS a result of many years' close observation an eminent western pathologist has recorded it as his opinion that most men of affairs in this country are suffering from overwork. There are, of course, a good many who are not, and there are lots more who don't know whether they are or not. Dr. Melville W. Fordyce has recently recorded some rather peculiar, if not extraordinary, cases of the results of overwork.

One was that of a young fellow taken on in a large establishment as a messenger in the counting-room, but who was very soon promoted to a bookkeeper's position. He was educated enough for the position in every respect, but, new to the work, his exertions were beyond his constitution in the beginning. Then, as he had been so shortly advanced, it was expected that he would work harder than an expert who might have had to be invited to the work at double the salary.

So the young bookkeeper toiled day and night until his eyes failed him. His cashier was good to him and saved him all he could, but the overwork resulted in a three months' enforced vacation without salary. When the young man returned and had taken up the same hard grind with just a little more ability in doing the work more rapidly, his cashier died, and the new cashier coming into the office, and having no regard for the circumstances under which the bookkeeper had labored, had no hesitancy in dismissing him and taking a personal friend into the place. The great company for which both had worked was uninterested, though the hiring of an assistant to the bookkeeper in the beginning might have saved the eyes of the bookkeeper and the life of the cashier.

To the question of overwork there is another side than that of the employe. Since the results of overwork are so strikingly first manifested in the brain of the brain worker the question is: Can any employer afford to have an employe overwork? A mental lapse of a moment may result in the most serious mistake possible in the business world; errors that are made in a second may require days and dollars to right, merely that an office force may save a few cents on the salary roll.

Don't overwork. If you are in business for yourself, you can't afford it; if you are in business for an employer, he can't.—New York Commercial.

NOVELTY CARDS.

IN previous issues of Bookseller and Stationer, mention has been made of the hand-colored real Japanese cards, imported by Ferd Anthony Horle Co., of Cardinal House, 8 St. John's Lane, London, E.C. Some new lines, deserving attention, have since been placed on the market by this firm. First there are the "jewelled" hand-colored real Japanese cards. Each card comes in a special envelope to prevent the jewelling from being rubbed off. A large demand has been created for this card.

Secondly, the firm have just issued a new series of English Cathedrals. At present there are six cards in the set, which is quite as artistic and well executed as the set of English Castles issued by the same company. These cards are made in England.

Finally, mention should be made of a fine line of ladies' heads, which have been added to the "Jewelled Series." These cards are elegantly jewelled and, as they are supplied to retail at 1d. they are a good selling line.

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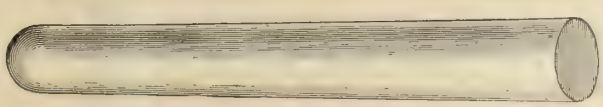


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LEATHER BINDINGS.

THE London Daily News has recently interviewed the bookbinding and leather trades as to the durability of the leathers used in the binding of books, the result of which is concentrated in the following two opinions, one from a prominent bookbinder, the other from a leading tanner :

The bookbinder referred to said to the interviewer, "Look at this book. It is three centuries old, and yet the leather is as sound as on the day it was cut from the hide. I could not guarantee that even the leather which I put on my best work will last as this has done, and carry my name down the ages. I do not make my own leather. We do not tan to-day as they tanned in olden days; and the trouble comes partly from the tanning, partly from the acid dyeing, and partly from the altered conditions under which books live.

"No leather, however good, will stand years of exposure to the fumes of gas. The atmosphere of towns is generally bad for leather-bound books, especially when they are left undisturbed on the bookshelves. The fumes act chemically on the leather, and set up sulphuric acid. Naturally, where there is already sulphuric acid in the leather the process of decay is much more rapid.

"I know of only one firm which professes to sell leather absolutely innocent of acid. They all use acid; some more, some less. Some colors, such as the greens, require more acid than other colors. Some leathers, before they can be dyed at all evenly, so as to be dyed profitably, have first to be bleached nearly white with acid. Some processes seem to require more acid.

"Russia leather is so charged with acid that I have entirely given up using it, except when customers insist on having it after I have told them what the result must be. It is so bad that it perishes even before I can use it."

The binder showed the interviewer a number of pleasantly smelling hides of "Russia" leather tanned in London. The perfume was still there, but the leather was so rotten that it would tear like paper, and its surface would break up beneath the thumb-nail.

"That," continued the bookbinder, "has not been on my premises more than a year. I suppose it has not been tanned for longer than fifteen months at the outside. It cost me close upon 2s. a square foot—and it is useless.

"Here," and he picked up a pretty volume of a series specially addressed to "book lovers." It was bound in what appeared to be natural undyed pigskin. "Beautiful to look at, isn't it ? It is skeepskin into which that pigskin pattern has been rolled.

"Sheepskin is utterly useless as a book cover. But almost all the cheap leather bindings are made out of sheepskin. Some of them—'roans,' as they are called—are such excellent imitations in appearance of genuine goat that after they are made up I could not myself say positively that they were imitation. A hide of 'roan' costs about one-sixth of the price of a genuine goat hide. You can therefore guess how much real goat is used."

The leather-seller informed the interviewer that he could not guarantee hides free from acid, and did not believe that dyed leather was produced without acid. He was so certain of it that he would not pretend to attempt to procure a hide which could be guaranteed.

After a little chat he readily produced a number of hides for inspection. He was rather proud of his imitation pigskin, made from sheepskin, and, comparing it with a real hide, pointed out that it was the more natural looking, and its grain a better "pattern" than that from the genuine pig. He explained that an especially choice sample was always chosen as the model for the machine rollers. He showed almost every kind of skin made out of sheep hides, and also morocco made from pigskin. Among the imitations was a thin sheepskin leather that would tear like tissue paper. "That," he said, "is used for linings, and, at any rate, it enables the dealer honestly to say that the article is 'all leather.' It certainly is leather. It is a surface split by machinery off a sheepskin. Imitation pigskin is largely used for cheap furniture as well as for books; so also in large quantities is imitation morocco."

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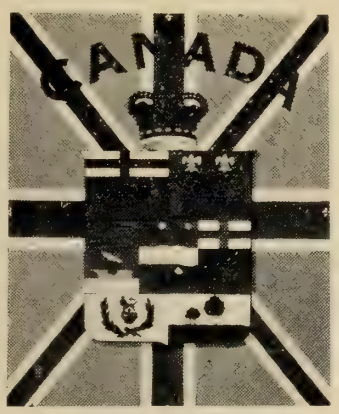
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FINANCE

THE affairs of the Equitable Life Insurance Co. have stirred up public interest in more ways than one. In the first place, the manipulation of funds by the officers for the financing of questionable private schemes has come as a shock to the large number of policy-holders. Where the companies founded and owned banks, and where colossal organizations for promoting companies were started, the possibility of an incentive to private use of trust funds was great. The investment of the funds of a life insurance company should be in the safest place possible. Policy-holders, while they figure on getting some accrued profits on their payments, nevertheless go in primarily and almost exclusively, not for an investment, but for a protection in case of death. It is of small importance to them that a little higher per cent. of profit can be made if a greater risk is taken. The all-important thing with them is to be assured that on their death a certain minimum sum will be paid to their beneficiaries. That assurance is what the insurance company is bound to give. Yet, when the officers of a company like the Equitable indulge in wholesale stock jobbing, exploiting in such enterprises as the whisky trust, and so on, what certainty can any man have that the amount of his policy will be forthcoming? The exposure of the methods of high finance which have been going on for some months will do much to clear the atmosphere and compel the companies to travel the road of honesty and fair dealing with their members.

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The second point which has come up for consideration is the whole question of mutualization. A mutual company is one in which the members share in the profits. Hitherto these profits have been allotted at the end of twenty years or when the policy fell due. "Why," it is asked, "are not these profits divided each year as they would be in any other money-making company?" That such a system is feasible is shown by the new policy now being issued by the Equitable, by which the profits are divided every five years. If all policy-holders are members of the company, as is claimed when the policy is being written, then why should they not get the benefit of the investments? The final distribution is undoubtedly small compared with the total amount which has been made through the investments and speculations with the company funds. Such questions as these will press for settlement in the near future.

* * *

Consequent on the death of Dr. James Thorburn, vice-president and medical director of the North American Life Assurance Co., the directors elected Sir William R. Meredith, K.C., as first vice-president, E. Gurney as second vice-president, and James Kerr Osborne as chairman of the executive committee. Michael J. Haney was elected a director, as also John N. Lake, and Dr. James D. Thorburn, the last named being appointed medical director to succeed his late father. On joining the directorate of the company, John N. Lake resigned the position of auditor, which he had occupied for a number of years, and the directors thereupon appointed H. D. Lockhart Gordon and John H. Young, chartered accountants, as auditors of the company.

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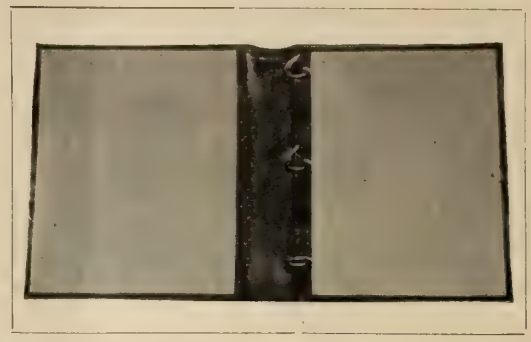
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A Book of Instruction for the Use of the Vernoy Electro-Medical Battery. By Prof. S. Vernoy. The Vernoy Electro-Medical Co., Toronto.

The Silver Lining. Song. Words by James Whitcomb Riley. Music by Charles Willeby. Sealed Orders. Words by Francis Wynne. Music by Charles Willeby. The Garden of Kama. Song Cycle. Prologue: "Feasting is Always Somewhat Sad." Words from India's Love Lyrics, by Laurence Hope. Music by Henry B. Vincent. The Garden of Kama. Song Cycle. "Oh Silver Star. Words by Laurence Hope. Music by Henry B. Vincent. The Garden of Kama. Song Cycle. "No Rival Like the Past." Words by Laurence Hope. Music by Henry B. Vincent. The Garden of Kama. Song Cycle. "In the Early Pearly Morning." Words by Laurence Hope. Music by Henry B. Vincent. The John Church Co., Cincinnati, Ohio.

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Plan of the Townships of Sandwich-West, East and South; the Towns of Walkerville and Sandwich; and the City of Windsor. By George McPhillips, D.L.S. Map. George McPhillips, Windsor, Ont.

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New National Anthem for the British Empire. By Andrew H. Crozier. Words and music. Andrew H. Crozier, Meadowvale, Ont.

New National Anthem for the British Empire. By Andrew H. Crozier. Arranged for band by John Slatter. Andrew H. Crozier, Meadowvale, Ont.

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Marche patriotique. Sur la Marseillaise, la Canadienne et O Canada, terre de nos aieux. Par Henri Miro. J. E. Belair, Montreal.

The Canadian Parliamentary Guide, 1905. Book. Arnott James Magurn, Ottawa.

The History of Canada. By G. U. Hay, Ph. B., D. Sc., to which has been added A Sketch of the History of Prince Edward Island. By H. M. Anderson. The Copp, Clark Co., Limited, Toronto.

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The Annual Financial Review. Canadian. July, 1905. Compiled by W. R. Houston. Volume V. William Robert Houston, Toronto.

The Nature Study Course, with Suggestions for Teaching it. John Dearness, M.A. Book. The Copp, Clark Co., Limited, Toronto.

Map of Lima Harbor and Tsimpsean Peninsula, Range V. Coast. By J. Fred. Ritchie, P.L.S. & D.L.S., 1905. James Anderson, Victoria, B.C.

A Lovegift. Words by William Longman. Music by Monk Gould. The John Church Co., Cincinnati, Ohio.

Sweet Co. Words by William Longman. Music by Monk Gould. The John Church Co., Cincinnati, Ohio.

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The Heroes of Japan. Words and Music by Orri Palino. Ethel P. Orr, Hamilton.

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The Collector's Guide. By James Morrison Glen, K.C., LL.B. Third edition. The Municipal World, Limited, St. Thomas.

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The Monthly Ready Reference Weekly. Chart. Charles E. Hibbard, Iberville, Que.

God's Watchful Care. Music. Ida Zoe Burr, Galt.

Pour Dames Seulement : Le Tresor de la Famille. Livre. Omer T. Filiatreault, Montreal.

Canada. A National Song. Words and Melody by Clara H. Mountcastle. Accompaniment by Carol E. Newcombe. Clara H. Mountcastle, Clinton, Ont.

During the Civil War in America, a captain of a company which had sixty men in its ranks, none of whom was as energetic as the officer thought they should be, hit upon a plan which he thought would cure their habits of laziness. One morning, after roll call, the captain, addressing his company, said :

"I have a nice easy job for the laziest man in the company. Will the laziest man step to the front ?"

Instantly fifty-nine men took a step forward.

"Why didn't you step to the front ?" inquired the commander of the one man who did not come.

"I was too lazy," replied the soldier.

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4. "Joan of the Sword Hand," by
5. "The Duke Decides," by H. Hill. McLeod & Allen.
6. "The Plum Tree," by D. G. Phillips. McLeod & Allen.

CALGARY.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "Justin Wingate." Musson Book Co.
3. "The Plum Tree," by D. G. Phillips. McLeod & Allen.
4. "The Great Mogul," by Louis Tracy.
5. "Garden of Allah," by Robert Hichens. Briggs.
6. "The Prospector," by Ralph Connor. Westminster.

CHARLOTTETOWN.

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2. "Sandy," by A. H. Rice. Briggs.
3. "Silver Bells," by A. P. Haggard. Page.
4. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
5. "The Plum Tree," by D. G. Phillips.

COLLINGWOOD.

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2. "The Monk's Treasure," by G. Horton. McLeod & Allen.
3. "Return," by Alice MacGowan. Copp, Clark.
4. "The Marathon Mystery," by B. Stevenson. McLeod & Allen.
5. "The Black Barque," by T. Jenkins Hains. Copp, Clark.
6. "The Masquerader," by K. C. Thurston. Harpers.

HALIFAX.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "Sandy," by A. H. Rice. Briggs.
4. "The Lure of the Labrador Wild," by D. Wallace. Revell.
5. "Broke of Covenden," by J. C. Sneath.
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3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "The Fugitive Blacksmith," by C. D. Stewart. Copp, Clark.
5. "Millions of Mischief," by Headon Hill. McLeod & Allen.
6. "My Lady Clancarty," by I. Taylor.

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2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
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4. "Duncan Polite," by Marian Keith. Westminster.
5. "The Man on the Box," by Harold McGrath. McLeod & Allen.
6. "The Masquerader," by K. C. Thurston. Harpers.

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3. "God's Good Man," by Marie Corelli. Briggs.
4. "The Voyageur," by W. H. Drummond. Putnam.
5. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
6. "The Garden of Allah," by Robert Hichens. Briggs.

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4. "The Habitant," by W. H. Drummond.
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1. "Nancy Stair," by Elinor M. Lane. Poole.
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3. "The Garden of Allah," by Robert Hichens. Briggs.
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A SHORT CUT FOR FILING INVOICES.

By Wm. A. Ingram, in "System."

GENERALLY speaking, all that is said in favor of vertical files for letters is also true in regard to the invoices of purchases. In the majority of cases the alphabetical system will be found most suitable; it is simple and self-indexing. The divisions into which the alphabet should be divided must be regulated by the number of invoices to be handled.

The elasticity of a vertical file permits all invoices from any firm to be filed in one place in chronological order. This is a point that is too apparently desirable to need further comment.

The numerical system possesses certain advantages which should not be overlooked. It admits subdivisions to be made to correspond to certain ledger accounts. For instance, in the case of a manufacturing concern, sections of the file may be alotted to invoices for such items as general expense, manufacturing material, extensions to plant, repairs and renewals. Each section should have its number and set of alphabetical guides, so that with the use of a suitable index for the names of firms, reference can be made immediately to any invoice. The voucher record index may be used in some cases for this purpose. However, if the invoices have to be frequently referred to, and this index is not one which admits of names being readily found, it is obviously advantageous to use a separate card index.

When the voucher system is used, invoices and credits relating to each voucher should be fastened together. A stapling machine is useful for this purpose. In cases where invoices on a voucher relate to more than one ledger account (if the plan outlined above be followed), they should be separated and filed in their respective divisions. This fact must, of course, be noted in the index.

SHORT CUTS IN SEALING LETTERS.

TO save time and energy in moistening the gummed flaps of envelopes, the following simple scheme is used by a number of business houses. The flaps of the envelopes are extended and placed on the desk or table with the gummed surface exposed and overlapping the flap of the envelope placed on top of it. In this way the gummed surfaces of several dozen envelopes may be exposed at a time. A moistened sponge brushed gently over this surface will sufficiently dampen the gum to allow the envelope to be sealed. This process is much quicker than to moisten each flap individually, and it applies the moisture uniformly on all the envelopes.

To save time in sealing these flaps, a small clothes wringer may be used to advantage. The machine may be easily attached to the edge of a table or desk. By passing the envelopes with the moistened flaps through this machine several hundred envelopes an hour may be evenly and securely sealed.

A darky preacher was lost in the happy selection of his text, which he repeated in vigorous accents of pleading.

"Oh, bredern, at de las' day dere's gwine to be sheep and dere's gwine to be goats. Who's gwine to be de sheep, an' who's gwine to be de goats? Let's all try to be like de li'l' white lambs, bredern. Shall we be de goats, sisters? Naw, we's gwine to be de sheep. Who's gwine to be de sheep, bredern, an' who's gwine to be de goats? Tak' care ob youh souls, sisters. Remember, dere's gwine to be goats an' sheep. Who's gwine to be de sheep an' who's gwine to be de goats?"

Just then a solitary Irishman who had been sitting in the back of the church, listening attentively, rose and said:

"Oi'll be the goat. Go on; tell us the joke, Elder. Oi'll be the goat!"

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Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Kiggins & Tooker, Co., New York.
Warwick Bros. & Rutter, Toronto.

Blotter Baths.
Eureka Blotter Bath Co., Chicago.

Blotting Paper.
Standard Paper Mfg. Co., Richmond, Va.

Card Games.
Milton, Bradley Co., Springfield, Mass.

Commercial Works.
Morton, Phillips & Co., Montreal.

Copying Books.
Chadwick Copying Book Co., Springfield, Mass.

Crayons and Paints.
The American Crayon Co.—A. J. McCrae, Toronto.

Dictionary.
Merriam, G. C., Springfield, Mass.

Duplicating Machines.
Penman & Sprang, Toronto.

Engravers.
Gatchell & Manning, Philadelphia.
Legg Bros., Toronto.

Fancy Goods.
Baetz, A., & Co., New York.
Copp, Clark Co., Toronto.
Fancy Goods Co. of Canada, Toronto.
Kelk-Sutcliffe Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Young Bros., Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Canadian Bank of Commerce, Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Reed, Jos. B., & Sons, Toronto.
Western Assurance Co., Toronto.

Fountain Pens.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Montreal.
Weese, G. A., & Son, Toronto.

Framed Pictures.
Taber-Prang Co., Springfield, Mass.

Glue, Paste and Mucilage.
Auld Mucilage Co., Montreal.
Carter's Ink Co., Montreal.
Colonial Ink Co., Peterborough.
Copp, Clark Co., Toronto.
Higgins, Chas. M., & Co., Brooklyn.
Underwood, Jas. & Co., Toronto.

Hotel Directory.
American House, Hamilton, Bermuda.
Grand Hotel, Galt
Grand Union, Ottawa.
Provincial Hotel, Gananoque.
Queen's Park Hotel, Trinidad, B.W.I.
The Argyle, Hamilton, Bermuda.
Tower Hotel, Georgetown, Demerara, British Guiana.
Victoria Lodge, Hamilton, Bermuda.
Windsor Hotel, Hamilton, Bermuda.
Woodside Boarding House, Georgetown, Demerara.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London Eng.
Higgins, Chas. M., & Co., Brooklyn.
Kiggins & Tooker Co., New York.
Underwood, John & Co., Toronto.

Leather Goods
Brown Bros., Limited, Toronto.
Rumpp, C. F., & Sons, Philadelphia.
Copp, Clark Co., Toronto.

Loose Leaf Book Metal Sets.
The Morden Manufacturing Corporation, Waterbury, Conn.

Office Supplies.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.

Papeteries
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Limited, Hamilton.
MacFarlane, Son & Hodgson, Montreal.
The Copp, Clark Co., Limited, Toronto.
The Barber & Ellis Co., Limited, Toronto.
W. J. Gage, & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Pen and Pencil Holder.
Valkenburg, L. D., Holyoke, Mass.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
McFarlane, Son & Hodgson, Montreal.
Mitchell, W., 44 Cannon St.
Spencerian Pen Co., Birmingham, Eng.
Warwick Bros. & Rutter, Toronto.

Pencils.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
McFarlane, Son & Hodgson, Montreal.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., & Co., Montreal.

Picture Frames.
Taber-Prang Art Co., Springfield, Mass.

Playing Cards, Picture Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas. & Son, London, Eng.
Union Card & Paper Co., Montreal.
United States Playing Card Co., Cincinnati.

Postal Scales.
Triner Scale & Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers.
Weese, G. A., & Son, Toronto.

Rubber Bands.
Faber, A. W., New York.

Ruling Machines.
Piper, E. J., Springfield, Mass.

School Supplies.
Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Librairie, Beauchemin, Toronto and Montreal.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.
Brown Bros., Toronto.
Kiggins & Tooker Co., New York.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Shelf Paper.
Barr Paper Co., Philadelphia.

Slate Pencils.
Steward Mfg. Co., Chattanooga, Tenn.

Souvenir and Picture Post Cards.
Ballantine & Sons, Dundee.
Beagles, J., & Co., London, Eng.
Brown Bros., Toronto.
Collectors' Publishing Co., London, Eng.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Horle, Ferd. Anthony, London, Eng.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.

Stamping Presses.
Mead, A. G., Boston, Mass.
Piper, J. J., Springfield.

Stationery.
Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Kiggins & Tooker Co'y, New York.
Librairie Beauchemin, Montreal.
McFarlane, Son & Hodgson, Montreal.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Stenographer's Book Mark.
J. H. James Mfg. Co., Fort Scott.

Tally Cards.
C. H. Elliott & Co., Philadelphia.

Talking Machines.
Berliner Gram-o-phone Co., Ltd., of Montreal, Canada.

Telephones.
Bell Telephone Co. of Canada, Montreal.

Typewriters.
United Typewriter Co., Limited, Toronto.

Thumb Tacks.
Hawkes-Jackson Co., New York.

Toilet Paper.
Weese, G. A., & Son, Toronto.

Typewriter Supplies.
American Ribbon & Carbon Co., Rochester.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N.J.
United Typewriter Co., Toronto.

Wall Paper.
Stauntons Limited, Toronto.
Menzie Wall Paper Co., Toronto.
Watson-Foster Co., Montreal.

Writing Pads.
Buntin, Gillies & Co., Hamilton.
Gage, W. J., Toronto.
Librairie Beauchemin, Montreal.
MacFarlane, Son & Hodgson, Montreal.
The Copp, Clark Co., Limited, Toronto.
The Brown Bros., Limited, Toronto.
The Barber & Ellis Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A. & Son, Toronto.

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MONTREAL.



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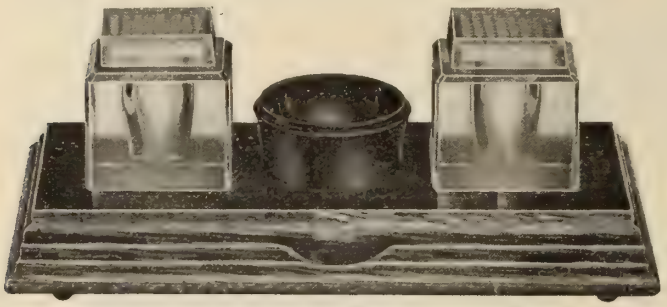
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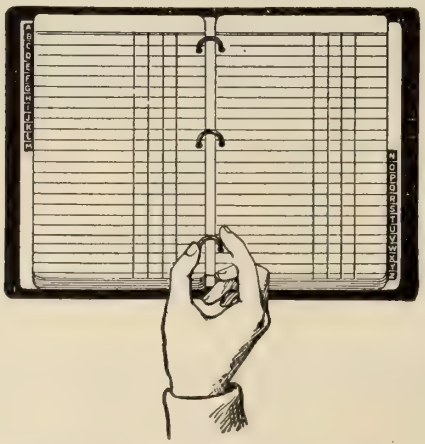
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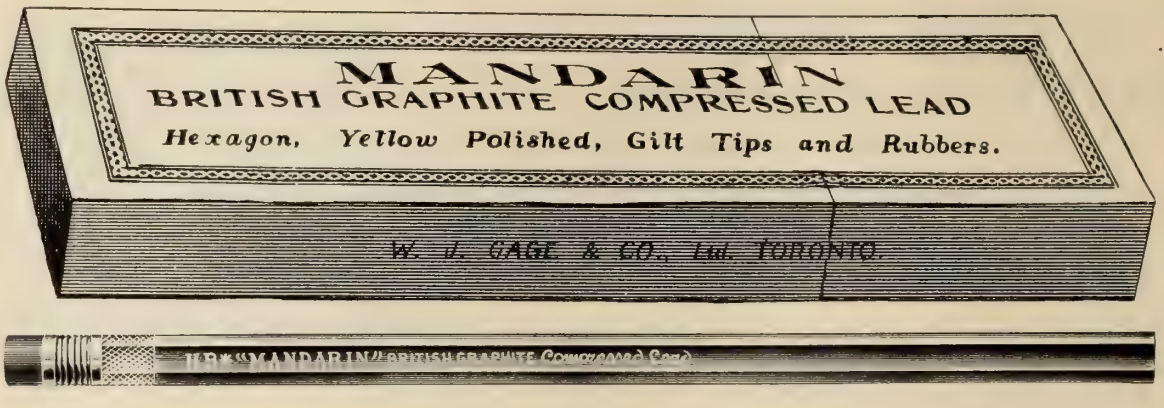
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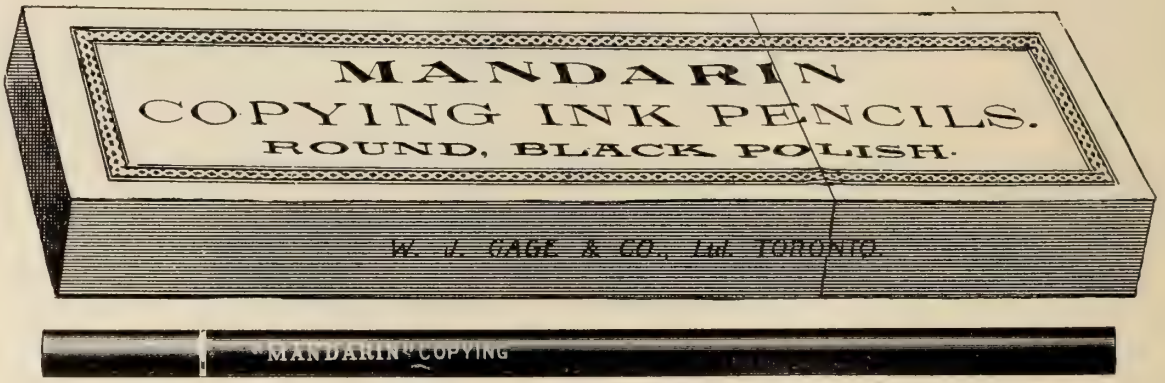
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THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1905. No. 9.

SOME EDITORIAL CONFIDENCES

ALLOW us to confess that it was a great relief to us to see the last form of our "Coming of Age" edition go to press about the middle of last month. Let us hope that all our readers have received their copies and have approved of the number. Several have been so kind as to write us congratulatory letters and our contemporaries have also referred to us in a very kindly way. While the number was not quite up to the standard we desired to attain, yet we were fairly well satisfied. No project ever went through just exactly as it was planned. Mistakes and omissions frequently occur and cannot be avoided in a publication of the nature of Bookseller and Stationer. For instance we regret that the Maritime Provinces did not receive their due, nor did British Columbia come in as we had hoped. These were unfortunate omissions, which, while not intentional, were unavoidable under the circumstances.

* * *

After detailing the contents of the "Coming of Age" number of this paper, the Publishers' Weekly of New York, the standard book-trade paper of the United States, says: "The Bookseller and Stationer is one of the ablest-edited book-trade journals in America and deserves the generous support of all interested in Canadian book-trade affairs. On behalf of the book-trade of the United States we congratulate it upon its anniversary, and trust it will enjoy many more years in prosperity." This is the kind of commendation which we appreciate, for the Publishers' Weekly does not often go out of the way to pat its contemporaries on the back.

* * *

Under the heading of "Our Canadian Friend," the Book and News Trade Gazette of London, England, says: "Our warmest congratulations to The Bookseller and Stationer, which, to celebrate its 21 years of useful and meritorious service to the trade, publishes this August its 'Coming of Age' number. We invariably read the complimentary copy sent us with the deepest interest, and find much in our contemporary which argues well for the saneness of its views and the weight of its opinions. The 'Coming of Age' number is nicely illustrated, and one of its most interesting features is 'The Story of Twenty-One Years,' which is briefly told."

* * *

On another page our readers will find an interesting offer, which merits their careful attention. It has forced itself on our attention time and time again that Canadian dealers are poor advertisers and it is to encourage advertising in the local press that we are making the offer referred to. Let us urge our readers to submit their advertisements to us. It will be a liberal education, for we guarantee to discuss carefully every advertisement sent in. Even though you are not so fortunate as to win a prize, you will yet be rewarded for your pains by being shown just where your advertisement is lacking. It may be asked what motive we have for making such an offer, in that it will be the local press which will derive the benefit. We reply that we, too, will be benefited, because we hold that what advances the welfare of the readers of this paper will advance our welfare. By making our paper readable we make it indispensable and that is the goal towards which we are struggling.

* * *

Our October issue will be the Special Fall Announcement Number, in which the publishers of England, the United States and Canada will have an opportunity of bringing their Fall and holiday publications before the Canadian trade. Hitherto we have usually made the September number the special Fall book number, but this year we will inaugurate a change, in the belief that October will prove a more suitable month for the purpose. The number will be brought out early in the month to allow of a careful selection on the part of booksellers and ample time to place holiday orders. As usual the issue will be copiously illustrated and every book which merits attention will have space devoted to it. We would urge our readers to wait for this number before placing their orders, as we feel sure it will be the authoritative medium for the consideration of Fall books.

* * *

It is pleasant reading that the newspapers are giving us about the Northwest crops. The harvest of 1905 will be a record-breaker and that means firm prices and a continuance of good times. It also means a vast development in Western Canada and an unprecedented influx of settlers. This will have a direct influence on the book and stationery business of the country, for it will mean a great increase in the demand for these goods. Can Canadian houses hope to cope with the increased demand? Some believe that with the greater facilities for producing goods, noticeably since the Toronto fire, the task should be easy, but there are others who shake their heads and say we will have to rely on the United States for the overplus. However this may be the demand is there and the goods must be supplied.

MONTHLY REPORT FROM TRADE CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
Sept. 7, 1905.

AUGUST trade continued highly satisfactory with stores featuring souvenir supplies in a great variety. View books, maps, post cards, etc., were eagerly sought by the largest number of tourists that ever visited Montreal. Every store reaped a harvest in this particular, and window displays were timely and commendable. Fiction still continued quiet owing to the absence of so many Montrealers. The beginning of September witnessed extra bids for school supplies, and competition was very keen in this particular. Premium-giving was resorted to by one store on purchases amounting to 25c., 50c., $1 and $1.50, or over. This seemed to catch the fancy of many buyers. Window displays included everything in school requisites, and most stores wisely graded the books so as to facilitate selection.

* * *

Leather post cards in many new designs were featured at five cents. The newest thing in the picture post card line is entitled letter cards, in appropriate groups of three, enclosed within a hemstitched envelope ready for addressing. The price was five cents. Large colored photos of the city are also in good demand.

* * *

Sir Gilbert Parker's visit here was made the occasion of featuring his books, and Ralph Connor's presence in the city was also taken advantage of. "Canada As it Is" is the newest contribution, finding a sale among the many books about Canada. John Foster Fraser gives his own impressions, gained from a personal visit as well as by close study. The "Walking Delegate" is an instructive story on modern labor conditions which has aroused much favorable criticism. "The St. Lawrence River," by Brown, is another attractive contribution to historic literature. "Japan and China" is a complete summary of present conditions in those countries.

* * *

Among the many new arrivals in fiction, "Maid Margaret," S. R. Crockett; "Mrs. Jim and Mrs. Jimmy," by Stephen Conrad; "The Digressions of Polly," by Helen Rowland, and "Terence O'Rourke," by Louis Joseph Vance, are highly spoken of. "Pam" and "The Master Mummer" are active in sales, along with many lines of popular Summer lines in paper covers at sixty-five cents. A new golfing story, "John Henry Smith," is much talked about. Jacobs' "Dialstone Lane" is also in a popular class. Beaugrand, the Montrealer, is again to the front with "New Stories in Canadian Folk Lore." L. Beauchemin, Limited, are doing well with "The Canadian West." J. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
Sept. 14, 1905.

TORONTO'S big Exhibition was the cause of a heavy increase in trade about the beginning of the month. The city swarmed with visitors, and the stores benefited directly. Books, magazines, souvenir goods stationery and fancy goods were in wide demand.

The twenty-five cent editions of "Wings of the Morning" and "Castle Craneycrow" disappeared rapidly, the department stores cutting the price to 22 cents.

* * *

In copyright fiction "The Great Mogul," by Louis Tracy, and "The Garden of Allah," by Robert Hichens, have both sold well, with a demand still noticeable for "The Masquerader," by Mrs. Thurston, and "God's Good Man," by Marie Corelli.

* * *

Just prior to the Exhibition, Ryrie Brothers, Limited, moved into their magnificent new store, at the corner of Temperance and Yonge streets. The stationery department, which was started four years ago, has received special accommodation in the new premises, being located immediately to the left of the main entrance. The handsome showcases, with their heavy glass fronts, are filled with lines of leather goods, brass and bronze goods, and stationery, and present a most attractive appearance. On the first floor above are to be found the presses and plant for engraving and embossing, processes for which Ryrie Brothers have become famous. The department is in charge of Mr. William C. Coutts.

* * *

A book which is in demand among high-class trade is "Canada As it Is," by Fraser. It is strongly recommended by those who have read it as being an admirable, impartial account of the Dominion.

* * *

The Robert Simpson Co. have a device in their book department for advertising magazines which attracts considerable attention. It is an automatic arrangement which, by means of a motor, turns over a series of cards on which the different magazines are advertised. The arrangement is lighted by electric lights, which are reflected through a rotating colored prism into a series of mirrors. W. A. C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building, Winnipeg, Man.
Sept. 5, 1905.

SCHOOL opening to-day finds all the local book stores busy with school books and school supplies. Preparations have been made for some time for the school opening sales, and the event has been well advertised in the city papecs, while attractive window displays have also done their part in attracting trade.

* * *

The August sales of fiction are reported very large this year, especially in the paper editions. All the local stores made special efforts to attract the Summer fiction trade. Tourist trade was also successfully catered to with a fine line of Winnipeg souvenirs. Thousands of burnt leather souvenir post cards have been sold in Winnipeg this Summer.

* * *

The John A. Hart Co. have secured the contract to supply books for the new Carnegie public library. The committee are spending about $10,000 on new books, and hence the contract is a large one.

* * *

Thomas Allen, of the Toronto publishing house of McLeod & Allen, was in Winnipeg during August calling on the city trade, and was met by Bookseller and Stationer in a local book store. F. R. M.

PRELIMINARY ANNOUNCEMENTS OF FALL BOOKS

IN order that readers of this paper may secure sufficient information about the new Fall books, prior to the publication of the Special Announcement Number next month, advance notices have been secured from the publishers, which appear below. It will be found on glancing over the names of the authors listed that there is a good representation of the popular writers of fiction in the Fall lists. This should mean good business for the booksellers.

William Briggs.

William Briggs' Fall fiction will include "Ayesha," a sequel to "She," by Rider Haggard; "Nedra," by George Barr McCutcheon, author of "Graustark;" "Rose of the River," by Kate Douglas Wiggin; "Chariots of the Lord," by Joseph Hocking; "The Mystery of June 13th," by Melvil L. Severy; "I.N.R.J., a Prisoner's Story of the Cross," and "A Doomed Mansion," by Charles Sparrow. All these will appear this month.

In poetry there will be: "Poems by Wilfrid Campbell." This will be a complete collection containing many poems hitherto unpublished, and will be ready in November. There will also be "Poems of Isabella Valancy Crawford," a complete edition edited by Jno. Garvin and Alma Frances McCollum, with an introduction by Ethelwyn Wetherald. Ready in November.

Nature books will be represented by "Studies in Plant Life," by Mrs. Traill, illustrated by Mrs. Chamberlain, ready in December; "Mountain Wild Flowers," by Julia W. Henshaw, with 100 full-page plates from original photographs, ready in December; and "Sa-Zada, the Canadian Animal Book," by W. A. Fraser, ready this month.

William Briggs also promises this month two new Wagner books, "Justice" and "Wayside Talks." He will also have ready "The Skipper Parson on the Bays and Barrens of Newfoundland," by James Lumsden.

His other publications will include "Wesley and His Century," by W. H. Fitchett, author of "How England Saved Europe;" "The Passing of a Race; More Tales of Western Life," by Hon. D. W. Higgins, author of "The Mystic Spring," and "The Making of a Teacher," by Martin G. Brumbaugh.

The Copp, Clark Co., Limited.

A long list of books for publication this Fall has been prepared by The Copp, Clark Co., Limited. Among the more notable of these are "A Servant of the Public," by Anthony Hope; "White Fire," by John Oxenham; "A Maker of History," by E. P. Oppenheim; "The Hundred Days," by Max Pemberton, and "Peden, the Prophet," by S. R. Crockett.

Other books to be issued by this house are "Red Fox," by Charles G. D. Roberts; "The Household of Peter," by Rosa Nouchette Carey; "Cameron of Lochiel," by Charles G. D. Roberts; "The King's Achievement," by R. H. Benson; "Roger Trewinion," by Joseph Hocking; "The Grapple," by Grace McGourn Cooke; "The Flight of Georgiana," by Robert Nelson Stephens; "The Czar's Spy," by William Le Queux; "The Red Reaper," by J. A. Stuart; "Sir Toady Crusoe," by S. R. Crockett; "The Heart of Lady Anne," by Agnes and Egerton Castle; "The Last Chance," by Ralph Boldrewood.

This Fall Mrs. Frank Yeigh's new Canadian story, "A Specimen Spinster," will be brought out.

Bliss Carman will have a book of essays, "The Poetry of Life," and a book of poems, "The Book of Valentines." "Jules of the Great Heart" is a volume of short stories by Lawrence Mott. "The Voyage of the Discovery" is an account of Antarctic exploration by Captain Robert Scott.

McLeod & Allen, Toronto.

The Fall list of this house is now practically complete, and at least two of the books are already out. These are "The Man of the Hour," by Octave Thanet, and "McAllister and His Double," by Arthur Train. About the 23rd inst. there will appear Robert Barr's new novel, "The Speculation of John Steele." These three books are being issued in cloth editions at $1.25, and paper editions at 75c.

During October and November there will be published "The Deluge," by David Graham Phillps, author of "The Cost;" "A Thief in the Night," by E. W. Hornung, being a continuation of "Raffles, the Amateur Cracksman;" "The House of Mirth," by Edith Wharton; "The House of 1000 Candles," by Meredith Nicholson; "Hearts and Masks," by Harold MacGrath; "Tales of the Road," by Charles N. Crewdson, and "The Wood Fire in No. 3," by F. Hopkinson Smith.

Musson Book Co., Limited.

A prominent book for Fall is "The work of Our Hands," by H. A. Mitchell Keays, author of "He that Eateth Bread With Me." It is a story of the conflict of love, right and riches.

"Cecilia's Loves," by Amelia E. Barr is a novel with the atmosphere of New York. It is a love story with a subtle charm, and is in Mrs. Barr's best style.

A book that is bound to be popular and a good seller is "My Lady's Slipper," by Cyrus Townsend Brady.

"Shakespeare's Sweetheart," by Sara Hawks Sterling, is a beautifully illustrated holiday book in the form of a love story based upon the courtship of William Shakespeare and Ann Hatheway.

About the 21st inst. will appear "My Friend, the Chauffeur," by C. N. and A. M. Williamson, authors of "The Lightning Conductor," and "The Princess Passes." This is a story of a personally conducted tour of Northern Italy, Dalmatia, and Montenegro, in a motor car.

An edition of "Old Fashioned Flowers," by Maurice Macterlinck, will be ready for the Fall trade in a $1.50 net edition.

"Humpty Dumpty," by Anna Alice Chapin, author of "Babes in Toyland," etc., by Ethel Franklin Betts, is an interesting story of how Humpty Dumpty was saved from the clutches of a wicked king by three mortal children in make-believe land.

"Cathedral Cities of England," by George Gilbert, is a beautifully illustrated book which will be ready in October.

"His Version of It," by Paul Leicester Ford, is one of the most clever subrt stories Mr. Ford ever wrote.

The book contains numerous illustrations and marginal decorations.

"Howdy, Honey, Howdy" is a volume of poems by the negro poet, Paul Laurence Dunbar, profusely illustrated.

A very pretty volume is Henry Van Dyke's "The Childhood of Jesus Christ." It comes in three bindings—cloth, 50c.; canton silk, 75c., and leather, $1.

"The Great Word," by Hamilton Wright Mabie, will be sure to be in big demand.

Early next month there will be ready "The Wild Flower Fairy Book," by Esther Singleton. The illustrations are in color and the pages will be decorated.

Fleming H. Revell Co., Limited.

Advance orders for "The Gambler," by Katharine Cecil Thurston, which has just been published in Canada by the Fleming H. Revell Co., were excellent, and, judging from the popularity of the author's previous book, "The Masquerader," it should sell well.

A story which the Fleming H. Revell Co. believe will take well is "St. Cecilia of the Court," by Isabella R. Hess, which will be published this Fall. It affords a



The Terry Shakespeare.

glimpse into "how the other half lives," where the patron saint is a fiery-tempered little Irish girl, who is trained into the meaning of love by two or three great-hearted men.

A "first novel" for which great things are being predicted is "St. Cuthbert's," by Dr. R. E. Knowles, the orator and wit of the Presbyterian Church of Canada. It has the distinction of a first novel of being published simultaneously in New York, Toronto and London. The author, Dr. Knowles, is just returning from a Summer in England and Scotland, to his parish in Galt, Ontario, where he preaches to the largest Presbyterian congregation in Canada, for Galt, though only a small town of barely 8,000 inhabitants, is known as the Gibralter of Scotch Presbyterianism.

The Fleming H. Revell Co. announce that Norman Duncan's new book, "The Mother," will be issued on the fifteenth of the month. Beside the regular edition, "The Mother" will appear in a limited edition de luxe, with special decoration and printing.

A year or so ago a book was published in Canada which attracted considerable attention. It bore the name, "Where the Sugar Maple Grows," and was the work of Miss Teskey, a lady living in Welland, Ontario. A new book by the same author is promised for this Fall by the Fleming H. Revell Co. It will be called "The Village Artist," and will be even more charming that its predecessor because of the fact that it will contain all the characteristic bits of writing which were removed from the latter.

Morang & Co., Limited.

Morang & Co., Limited, are presenting a very strong list of fiction for Fall publication. The most notable of new novels will be Winston Churchill's "Coniston." "Coniston" does not belong to the series dealing with American history, which included "Richard Carvel," "The Crisis," and "The Crossing." It is a romantic story written with the same spirit and vigor, and is rather more humorous than any book he has so far attempted.

Marion Crawford contributes "Fair Margaret," a story of a great singer, Margaret Donne, daughter of an Oxford don and an American woman.

Maurice Hewlett's "The Fool Errant" goes back to the author's most popular book in style. It is the story of an English youth who goes to study law at Padua under a celebrated Doctor Lanfranchi.

Emerson Hough's new novel, "Heart's Desire," is a western story which reminds one of "The Virginian." It is a romantic story, remarkably interesting and remarkably vivid.

Charles Major, author of "When Knighthood was in Flower," has written a new and fascinating romance in the same vein as his former books. It is full of extraordinary adventures, and is altogether a very captivating story. "Yolanda" is illustrated by Charles Weber-Ditzler.

Samuel Merwin has produced a story dealing with the subject of railroad building. It is much in the style of "Calumet 'K,'" and is very dramatic, breezy and adventurous.

The popular author of "The Secret Woman," Eden Phillpotts, has this time given to the public a volume of short stories, also dealing with the natives of Dartmoor.

"The Jungle" describes the adventures of a family of Lithuanian emigrants in the Chicago stock yards. The subject is an unusual one, and the treatment is also unusual. It is believed by his friends to be the long-looked-for labor novel.

Owen Wister's "Lady Baltimore" is a pure romance, the story of the love entanglements of a charming young Southerner.

Ernest Thompson-Seton in his new book, "Animal Heroes," narrates the history of a cat, a dog, a pigeon, a lynx, two wolves, and a reindeer, in a most human and vivid manner. Like his former books, "Wild Animals I Have Known," and "Biography of a Grizzly," "Animal Heroes" is illustrated by over 200 of the most fascinating sketches by the author.

Another book which is expected to have a notable sale is Stanley Weyman's "Starvecrow Farm." The story describes the exciting adventures of Henrietta Damer, a lady of high birth and breeding, who elopes with a man beneath her in station and finally marries, not the man with whom she elopes, but a former suitor who pursues them.

Henry Wallace Phillips, author of "Red Saunders," has written a very vivid and humorous tale, "Plain Mary Smith." Bill Saunders is a very taking hero and carries things through with a dashing vigor which cannot but give the reader great entertainment.

Morang & Co. have also a list of four new juvenile

books, "Amy of Acadia," by Helen Leah Reed; "The Oak Tree Fairy Book," edited by Clifton Johnson; "Sidney: Her Summer on the St. Lawrence," by Anna Chapin Ray, and "Wilderness Babies," by Julia A. Schwartz.

Dean Harris, of Chicago, a former Canadian, is writing for Morang & Co. a book describing his adventures in the Azores Islands, "Days and Nights in the Tropics," containing a great deal of information about the habits and customs of the natives of the Azores. It forms exceedingly novel entertainment for the northerners.

Miscellaneous.

A pocket dictionary, which should fill a widely felt want has just been issued by G. & C. Merriam Co., Springfield, Mass., bearing the name of Webster's Little Gem Dictionary. It is an abridgement from Webster's International Dictionary and gives the most authoritative spellings and pronunciations. In addition it contains a gazeteer of the world, foreign words and phrases, weights and measures, coins, maps and other valuable features. It is bound in dark green cloth to retail at 25 cents, imitation leather to retail at 40 cents and full leather to retail at 50 cents.

* * *

The trade will be interested to know that Professor Baker's "Geometry for Schools, Theoretical," has been authorized for use in the Ontario schools. This is a sequel to "Elementary Plane Geometry," authorized last year and so largely introduced then. These books were prepared in accordance with the geometrical syllabus drawn up by representatives of the Universities of Ontario, acting in conjunction with the Education Department and the Ontario Educational Association. These are the only books published which fulfil the requirements of the syllabus and they offer a short-line route to success at the examinations in synthetic geometry for 1907 and succeeding years. It is gratifying to note the hearty reception which the teachers generally have given these books. They are being largely used in the west as well as in Ontario. (Gage.)

* * *

Henry Frowde reports a strong demand for his series of standard works in fine bindings. An accompanying cut gives an idea of the Terry Edition of Shakespeare, containing 40 diminutive volumes on India paper. In the same style, Henry Frowde has published the four gospels and several of Dickens' novels.

* * *

This fall the Westminster Company will publish a new novel by Marian Keith, entitled "The Silver Maple."

* * *

"Rational Bookkeeping" by R. H. Eldon is a new publication and embodies the latest methods of teaching this subject on the most approved lines. The blanks to accompany this book are now being manufactured and many commercial masters have decided to introduce this text. (Gage.)

BOOKS OF THE MONTH

Bashford, Henry H. "The Manitoban," New York and London: John Lane. Cloth $1.50. An interesting tale of pioneer life in Manitoba, introducing many of the typical immigrants and natives. The hero, a lovable character, by name Roddy Laville, represents the product of the western plains and his development from the devil-may-care youth to the splendid strong man is a story that no one can pass over. There are several stirring scenes in the story which the author has depicted with considerable skill.

Gardiner, Ruth Kimball. "The Heart of a Girl," New York: A. S. Barnes & Co. Cloth, illustrated, $1.50. A charming story of a girl's life from the days of childhood to young womanhood. The author has succeeded in depicting with rare fidelity the girlish temperament and has translated into language many of the sensations which are more readily felt than expressed. She has brightened her pages with much wholesome humor and has been faithful from first to last to the realities of life. The book appeals not only to girls, but to all lovers of human kind, to whom the story offers a clever study of child life.

Phillpotts, Eden. "Knock at a Venture." Toronto: Morang & Co., Limited. Cloth $1.50. To his beloved Dartmoor, Phillpotts once more carries his readers, and in this series of short stories he affords them again a glimpse of the life of its simple-hearted inhabitants. There is the same charming depiction of nature, the same quaint dialect and the same thrilling of the heart-strings. The first and most lengthy of the tales, "Mound by the Way," is a tragic story of love frustrated, which cannot be read without emotion. The other stories, nine in nmber, reflect more of the primal passions.

Sousa, John Philip. "Pipetown Sandy." Indianapolis: The Bobbs-Merrill Co. Cloth $1.50. In this new novel by the "March King," the study of boy life in the little town of Pipetown forms the centre theme. It is the American boy of to-day that Sousa deals with and he has succeeded in producing a very entertaining account of that boy's aims and life. The book has a healthy tone, emphasizing the good in life and denouncing the evil. Some of the characters are particularly life-like, especially Sandy, who is the central figure in the story.

Thanet, Octave. "The Man of the Hour." Indianapolis: The Bobbs-Merrill Co. Cloth $1.50. Toronto: McLeod & Allen, cloth $1.25. A clever novel dealing with the labor problem in the United States and incidentally weaving in a charming love story. The hero is left by his father with a certain sum of money, on the use of which his future prospects are based. Coming under the influence of a walking delegate he is led to give it all to the cause of some strikers and being left penniless he himself becomes a worker and joins a union. The remainder of the story deals with his subsequent career as a union man and strike-beaker. It is a story of present day life, filled with exciting incidents and extremely well told.

The PUBLISHERS of

SCRIBNER'S MAGAZINE

are fortunate in being able to announce several contributions to appear in the very near future which will give it a unique position during the coming season.

THEODORE ROOSEVELT

will have two articles—"*A Colorado Bear Hunt*" in the October number, and "*A Wolf Hunt in Oklahoma*" in the November number.

KATE DOUGLAS WIGGIN

will contribute to an early number a short story entitled "*Philippa's Nervous Prostration*"—a very charming love story and a most amusing picture of a very up-to-date sanitarium.

F. HOPKINSON SMITH

has written a serial story, "*The Tides of Barnegat*," which will begin in the November issue.

RICHARD HARDING DAVIS

will contribute a short story.

MRS. FRANCES HODGSON BURNETT

will contribute a *Christmas Story* in two parts, the first part to appear in the December number.

ERNEST THOMPSON SETON

has prepared for early publication six articles on the *Great Horned Game Species of North America*.

Canadian Book and News Dealers are respectfully requested to keep a good supply of Scribner's Magazine on their counters, as the demand is steadily increasing.

CHARLES SCRIBNER'S SONS
NEW YORK

THE MAGAZINE COUNTER

IS THERE MONEY IN MAGAZINES?

A GOOD many dealers fight shy of magazines because there is said to be no money in handling them. It is true that the terms on which a great many magazines are placed with news agents make profits small and the handling of a small consignment unprofitable. But the magazine business as a whole can be made profitable. This is the testimony of many who have tried.

By eliminating such magazines as are unfair in their treatment of agents and by specializing on first-class high grade publications good profits are possible. It is a well known fact that money is made out of the higher priced lines of merchandise in general. This is quite true of magazines. A twenty-five cent magazine trade is better all-round than a ten-cent magazine trade. Get the first and the second will follow.

Scribner's for November.

A twenty-five cent magazine which can be recommended as a standard publication and one which offers a good field for development is Scribner's Magazine. This publication numbers among its contributors some of the most eminent writers on both sides of the Atlantic. It is illustrated by foremost artists and the typographical appearance of the magazine is excellent. Below will be found a list of the features in the November number.

SUNDAY SUPPLEMENT NOT A MAGAZINE.

LAST week, according to the National Advertiser of Sept. 9, Judge Holt, in the United States Circuit Court denied an application of William R. Hearst for an injunction to restrain the publishers of the American Illustrated Magazine, formerly Leslie's Monthly, from issuing their publication under a title containing any combination of words "American" and "Magazine." Mr. Hearst contended that the special article section of his newspaper, issued on Sunday, was an American magazine, having the only right to that title.

Archibald Cox, representing the American Illustrated Magazine, argued that the supplement of the Hearst newspapers was in no sense a magazine, but an integral of a Sunday newspaper, never sold independently, and with pages numbered as a mere section of the newspaper issue. Mr. Cox contended that if Mr. Hearst's claims were true, his paper had defrauded the postoffice by sending a magazine through the mails at newspaper rates.

Judge Holt held that Mr. Hearst's American magazine supplement was purely an integral part of his Sunday newspaper and not in any sense a magazine.

A NEW ART MAGAZINE.

George Newnes, Limited, are about to issue a new monthly illustrated magazine which will be devoted to the fine and decorative arts of other days, and will cover a field scarcely touched by any existing publication. The magazine will deal with every phase of the arts and crafts of past times, and in order that the articles may be as reli-

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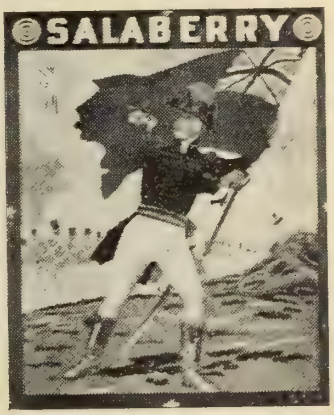
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able and instructive as possible the services of the leading English and foreign experts have been engaged. Very particular attention will be paid to the illustrations, of which from eighty to a hundred will be given in each number, and all the most successful modern reproductive processes will be employed to make them as attractive as possible. The first number of the magazine will be published in November and the price will be 1s. net.

SOME CURRENT NUMBERS.

Arena (October) will contain "Uses and Abuses of Italian Travel," "Proportional Representation in Switzerland," "Dominant Trusts and Corporations of Colorado." "A History of the Matser-Trust," "The Woman's Club Movement," etc.

Canadian (October). Having completed its twenty-fifth volume, the publishers will mark the occasion by issuing an anniversary number, which will be larger and better than any previous number. Among the distinguished contributors will be Sir Gilbert Parker, Beckles Willson, Robert Barr, W. A. Fraser, Norman Duncan, and others.

Century (October) will contain "A Full Account of the Recovery of the Body of Paul Jones" by General Porter; "An Account of a Year's Stay in the Palace of the Empress Dowager of China," "The Story of the Flight of the Empress Eugiene from Paris," and in the November number there will appear the opening chapters of the new novel by Mrs. Humphry Ward.

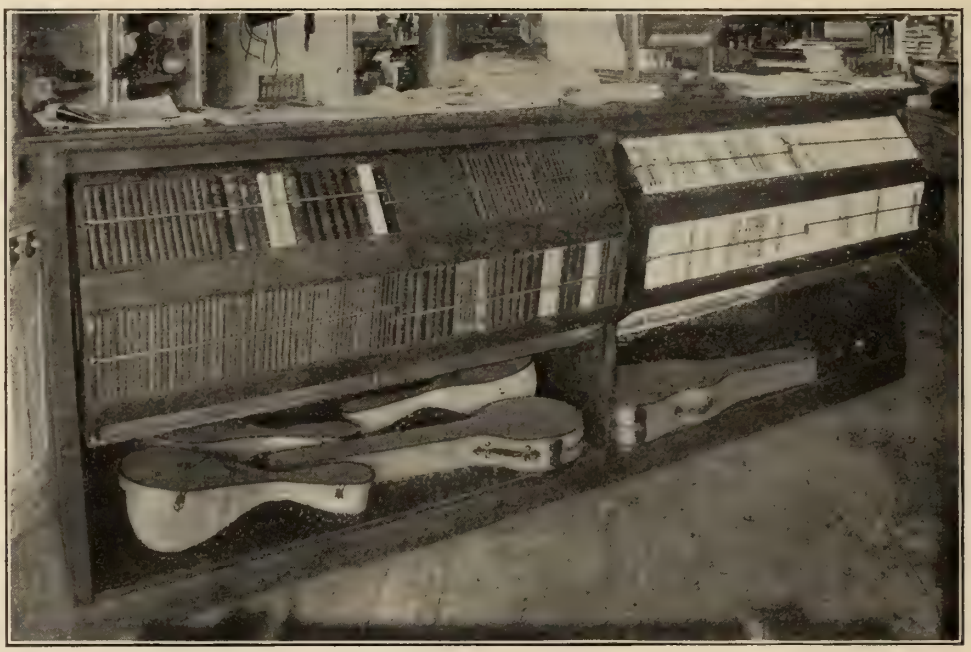
Chambers's Journal (September) contains "How Our Senses Deceive Us," "The Philosopher in the Restaurant," "Shakespeare Autographs," "The Land of Olive-Oil," "Dangerous Derelicts," "Doubles," "Deer-Stalking in Scotland Sixty Years Ago," "How to Read Wild Life," etc.

Macmillan's (September) contains "The Divorce Court and the Public," "Holidays and Their Ethics," "The Old Adam," "The Traveler in Persia," "The Novels of Captain Chamier," "The Fellow Workers of Voltaire," and the conclusion of William Satchell's serial "The Toll of the Bush."

McClure's (October). In this number Lincoln Steffens will discuss "The Equitable Life: A Business Graft," Pastor Wagner will write "Impressions of President Roosevelt at Home," and Ida M. Tarbell will tell "What Kansas did to Standard Oil." The pages devoted to fiction will be well supplied.

Political Science Quarterly (September) contains "Treaties and Executive Agreements," "Contested Congressional Elections," "Direct Legislation," "The Cost of Life Insurance," "Pending Problems in Public Finance," "British Administration in Egypt," etc.

Royal (September) contains "Heirs to the Throne," "Sweet Lavender," "Art on the Beach," "Survivors Tales of Great Events," "Masquerading Motors," "The World Through Other Eyes."



Novel Revolving Book Counter.

A NOVEL BOOK COUNTER.

AN exhibit at the Toronto Exhibition which proved of great interest to booksellers was the revolving show case made by S. Jessop, bookseller, of Sudbury, Ont.

The principal feature of the case is that its shelves are made in a revolving drum or cylinder, which enables practically the whole of the space occupied by the case to be utilized for the stocking and displaying of books The drums can be made with six, eight or ten shelves. The drum is suspended horizontally in a case, the top of which can be used as a counter, the whole making a very handsome and useful piece of store furniture.

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Buchan's Sterling Equivalents and Exchange Tables,
Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, 4.00

Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00.

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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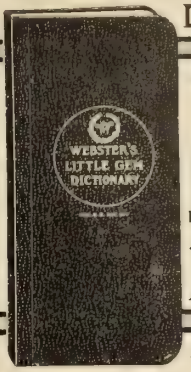
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Vol. XXI SEPTEMBER 1905. No. 9

NEW ADVERTISEMENTS.

Berliner Gramophone Co., Montreal.
Scribner's Sons, Chas., New York.
Bradley, Milton Co., Springfield, Mass.
United States Playing Card Co. Cincinnati, Ohio.
Adams, W. R., Toronto.
Dicks, John, London, Eng.
Merriam, G. & C. Co., Springfield, Mass.
Williams, R. S., & Sons, Toronto.
Rapid Photo Printing Co., London, E.C.
Rochester News Co., Rochester, N.Y.

ISN'T THIS MORE EQUITABLE?

OUR readers will have become weary by this time of hearing denunciations of the Quebec and British Columbia taxes on commercial travelers. These measures have been assailed from every direction and not without cause. But it is not our purpose at present to resume the attack on them—merely to point out a phase of the situation which has not yet been touched upon.

Granted that it is equitable to tax the representatives of foreign manufacturers and jobbers, or, as in the case of British Columbia, of extra-Provincial manufacturers and jobbers, who come into the Province to sell goods to retailers and who spend money in the Province, is it not even more equitable to tax extra-Provincial businesses, which without spending a cent in the Province in the way of supporting a representative yet sell goods direct to the consumer ?

How is it possible that the retailers of our Canadian Provinces can accept a law which hinders them in the purchase of their goods, and make no effort to secure a law which will prevent department stores thousands of miles away from cutting into their business ?

Take the case of the Maritime Provinces, where a representative of this paper found a serious condition of affairs. There a Toronto department store does a tremendous mail order trade, to the detriment of the local trade, both wholesale and retail. The latter are paying their taxes and such other dues as are required by the law of the Province. Yet the self-same Province, while bleeding its own inhabitants, submits placidly to be bled itself by concerns with no financial interest in the place.

Moreover, the tax at present imposed in both British Columbia and Quebec hits certain manufacturers. Why should it not hit every manufacturer ? As it is, it discriminates against the manufacturer who does business through legitimate trade channels, and does not strike at the manufacturer who goes direct to the consumer and ignores the retailer. As types of the latter, the department stores will at once be thought of. They are to-day becoming huge manufacturing as well as distributing concerns.

* * *

C. L. Nelles, Guelph—"Allow me to congratulate you upon your "of age" edition ; it is exceedingly good and the work in it excellent"

* * *

A VISIT TO THE EAST.

IN the course of a visit to the Maritime Provinces last month, a member of the staff of this paper had the opportunity of visiting several of the book and stationery stores in that part of Canada, especially in the city of Halifax. He was naturally much impressed with the character of the stores there, finding them bright and shining examples of what such stores should be. Their proprietors were invariably men of excellent character and of most genial manners. The impression was gained, however, that business was not just as prosperous as it might be. Several of those interviewed expressed disappointment with the tourist business this Summer, remarking that while the volume of travel was heavier than ever, the crowd was "cheaper." Hopes for a good Fall trade were heard. Everywhere Bookseller and Stationer was warmly welcomed, showing the hold the paper has gained in the eastern part of Canada.

* * *

Fall Announcement Number in October. Watch for it.

* * *

THE POSSIBILITY OF 25 CENT BOOKS.

IT is a common cry among booksellers that seventy-five-cent paper editions of copyright novels are unsaleable and that if the price were twenty-five cents or even fifty cents that many more could be sold. This cry is evidently the outcome of the recent publication of twenty-five cent editions of two or three especially popular novels, which have already had an enormous sale at the higher price.

While we have every sympathy for the booksellers' position, yet we cannot help but think that the twenty-five-cent edition is as yet an impossibility in this country. It must be remembered that the market is limited in Canada and that no publisher can bank on a book being a success. In fact the publishing business is considerable of a lottery. This being the case a publisher's position is stronger with a small edition at 75 cents than

with a large edition at 25 cents; while to think of an equal edition at 25 cents would be absurd.

It must also be remembered that most of the twenty-five cent editions sent out are in the nature of investments. On investigation it will be found that not far behind the cheap edition of one of these successful novels there is coming a new and as yet untried novel by the same author. This means that the twenty-five cent book is out to cultivate the field.

Still we are of the opinion that more might be done by the publishers. There are many books of undoubted popularity which are never procurable in less than seventy-five cent editions. Could not something be done to still further popularize them in cheaper editions?

* * *

Did you read our "Coming-of-Age" number, and have you fyled a copy for future reference?

* * *

THE BOOK TRADE OF SEPTEMBER.

FROM the publishers' standpoint, September is always regarded as the school book month, for at this time of the year the books for the whole year's study are purchased. The 1905 trade has been excellent and the demand unprecedented. Publishers have had their hands full in filling orders, which have mostly come in at the last minute.

In general book publishing circles the first of the Fall books have already appeared and a large number of them are billed for publication this month. So far as can be estimated the number to appear will be quite up to the standard of previous years. Fiction will as usual bulk largely in Fall lists. Most of the popular authors of the day will be represented and, basing estimates on the sale of their previous books, there should be a heavy demand for the new works.

Up to the present, book sales have been slack. It is a between-season period, with Summer homes being vacated and time and money spent on the refurnishing of city residences. Towards the end of the month, when the change will have been accomplished, there should be a revival of the demand for literature. Towards this time booksellers should direct all their best energies.

* * *

The up-to-date bookseller finds Bookseller and Stationer indispensable. Are you up-to-date?

* * *

A PROSPEROUS OUTLOOK.

PROSPERITY for Canada is spelled in very large letters in the abundant crops which are being harvested this year, both in the older Provinces and in the west. Immigration and manufactures will receive a great impetus. Last, but not least, the retail trade of the country will feel the effects of freer money and greater ability to buy on the part of the public. Not for a long time have prospects been so bright for Fall and Winter business. The optimism which results all over Canada from the fine crops will cause increased buying of staples, and an indulgence in the luxuries of life which only a prosperous season can insure. Merchants should appreciate the present conditions and arrange their future business with a view to making the most of them. The public will be able and willing to get better goods and pay better prices, and when they have been once educated up to the use of certain qualities they can be kept up to that standard with comparative ease.

* * *

Patronize our advertisers. They are progressive and will help on your business.

* * *

DATE OF THANKSGIVING DAY.

COMMERCIAL travelers in London have organized a campaign having for its object the changing of Thanksgiving Day from a Thursday to a Monday. They point out the great injury done to business by having a holiday in the middle of the week. As no business can be done on Saturday it is not worth while staying out on the road over Thursday just for Friday's sales. Thus the greater part of the week is gone.

The point seems to be well taken. There seems to be no reason why Thanksgiving Day should always be held on a Thursday. Whatever feelings of sentiment may influence Americans to perpetuate the celebration on that day in memory of their New England ancestors, there can be no such influence in Canada. Thanksgiving Day has passed as a religious festival, and as a holiday it would be much more convenient, as has been suggested, on a Monday. Coming on that day it would leave a good holiday from Saturday till Tuesday, and would still permit of a tolerable week's work being done.

The question becomes pressing, because of the great number of holidays which have come of recent years. Without taking any exception to these, we may fairly ask that they be so arranged as to disturb business to as small an extent as possible.

* * *

Our circulation has gone up considerably since last issue.

* * *

TRADE PAPERS FOR THE CLERK.

DOES your clerk get an opportunity to read some good trade newspaper? Just consider what it means to you in dollars and cents to have your employe well informed in his business and conversant with what is being done in the book and stationery trade. There is just one way to insure this. Have a paper sent to his house address, where he can read it in his leisure hours. There is usually enough work waiting on customers and keeping stock in order to take up all his attention in the store. The time to catch him to the best advantage is when he is in his own room. The money spent in subscriptions would be the best investment you could make. Reading of what others were doing in salesmanship, window dressing, advertising, and the other branches of the business, the ambitious clerk would emulate them. The increased business the would bring to the store would recompense you many times over for the small expenditure on an additional copy or two of a paper. Have The Bookseller and Stationer sent to the clerk. He will appreciate it and profit by it.

WALL PAPERS

STILL GROWING.

WHEN the makers of "The Menzie Line" placed their products on the market for the first time, last season, they had sufficient confidence in the merits of their goods to expect a cordial reception from the wall paper trade generally, but scarcely anticipated that within the short space of eighteen months they would be called upon to enlarge their plant to meet the demands made upon them. Yet such has been the case, and to-day a handsome new warehouse stands evidence of the fact that so soon the Menzie people have encountered their "growing time."

An additional block of land with an area of some 52,000 square feet has been acquired, and upon this a fine brick structure now stands, giving them an increased storage capacity on the floor space alone of about four million rolls. This will greatly relieve the pressure during the manufacturing season in the main building and give additional space for extra machinery.



This handsome Dutch interior illustrates Burlap Weave No. 1710 for Dado Stencil 1689 for Frieze, and Landscape Border 4700 for Sub-Frieze. Manufactured by Stauntons Limited.

Their railway siding extending from the shore line of the Grand Trunk Railway some 500 yards distant has been brought into the factory grounds, and as this branch of the Grand Trunk is probably one of the best served sections in Ontario, the facilities at their disposal for prompt handling of their heavy output have been materially increased. Promptitude in handling orders is one of the strong points with this firm, and as a matter of fact should be in any enterprise whose aim it is to maintain the patronage of the live retail merchant.

The Menzie people have guarded well their interests against interruption from the menace of all industry—the fire fiend, whose devastating effects have so frequently in the past crippled some of the finest enterprises in the land, by installing a modern sprinkler system throughout the entire plant, and in addition a well organized brigade among the employes living in the neighborhood is ever in readiness to respond to the first alarm of fire. The sprinkler system is supplied from a 50,000 gallon water tower, and an additional 10,000-gallon tank has been provided for general water supply and employes' wash rooms. A feature somewhat out of the ordinary and well worthy of note is the immense cement cistern with a 250,000-gallon capacity situated under the floor of the new warehouse, from which the other tanks are supplied. This gives a total of 290,000 gallons of water being carried on the premises continuously.

REMOVING PAPER FROM WALLS.

STEAM as a means of removing old wall paper is a novelty which is just being placed on the market. Many devices for this purpose have been worked out, but few of them have stood the test of trial. In the present instance the steam is generated in a boiler by means of a gasoline burner, and applied to the wall through a hood in the hands of a workman. The connection between these parts consists of a rubber tube.

In the making of a contract for papering the paper hanger is always more or less in the dark, because he cannot calculate with any certainty on the amount or the tenacity of the old paper to be torn or scraped from the wall. He may base a calculation on a single or double covering, but when the workmen commence to scrape they may find half a dozen, which means that the work of removal will be very slow and laborious. The processes generally followed are tedious. In some cases the paper hanger merely tears away the portions of the old paper which are loose, thus leaving an uneven surface. In others water is sprinkled over the surface by means of a sponge, but it is necessary to wait until it has soaked in. Results are slow and somewhat incomplete, as the application of moisture is not uniform, and the paper is removed only in parts.

With the new apparatus alluded to, after a steam pressure is obtained within the boiler, it is merely necessary to hold the hood to the wall a short time when the paper peels off easily under the action of the workman's plow.

The outfit is not too large to be easily portable. The gasoline tank holds a sufficient quantity of fuel for half a day's operation, while the water tank holds four gallons, sufficient for the same period of work. The time of steam application varies with the amount of paper on the wall. Ordinarily, it is said that a few seconds will penetrate a dozen coverings of paper, one over the other. The claim is also made that it is hygienic, the heat of the steam killing germs and vermin. This would depend, of course, upon the length of time the application of the steam is kept up.—Upholstery Trade Journal.

The most restful wall paper is of one tint, without any pattern; this is good for nervous people. Have you ever, when ill in bed, reduced yourself to a state of nervous irritation by trying to join a big sunflower or something to its stalk, which has wandered away in the pattern?

Red is supposed to be rather bad for nerves, but is warm and cosy, especially if patternless.

Too much white is glaring and comfortless, and all pale blues are delightful to the eye.

Canadian Edition

—OF—

LOST HEIR

A game that sells wherever shown. Awarded long life on Merit. The Fall demand for this game will be heavy. We are issuing an extra big edition. The earlier the order, the earlier the shipment.

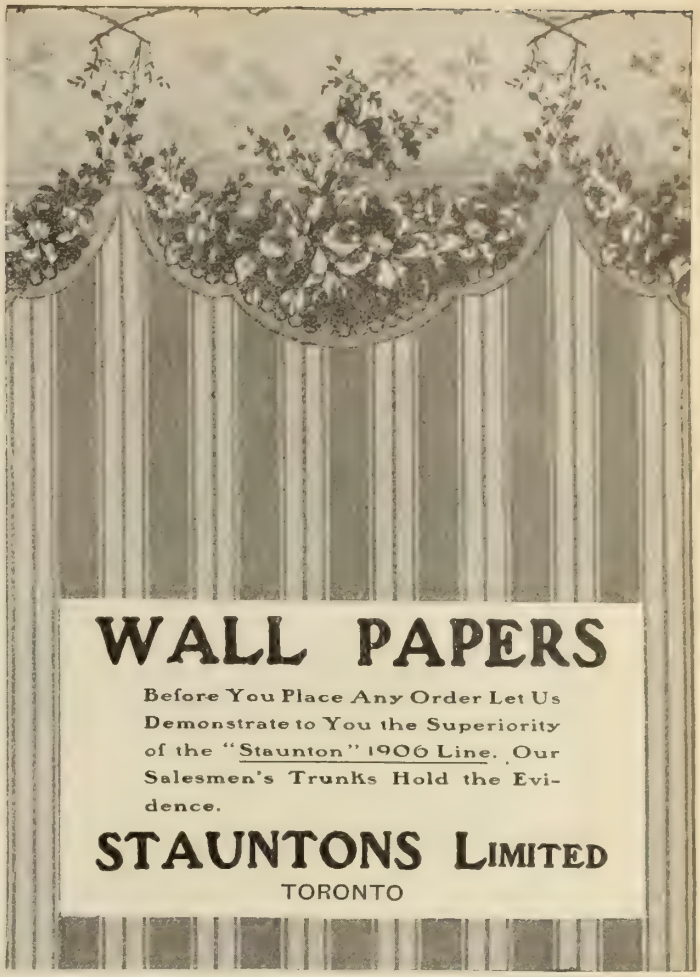
. . PRICES . .

No. 1, 75c. per doz.

No. 2, $1.80 per doz.

THE COPP, CLARK CO., Limited

TORONTO



ZUM

WIDOW McCARTY'S PIG

THE SNOW MAN

PICK UP

These games are to be extensively advertised by us this season in the leading magazines. The advance orders have been very heavy. If you have not already placed your order, do so at once.



The Card Game of the Year is ZUM

MILTON BRADLEY CO., Springfield, Mass.


AT SEA.


CHEEFOO.


SUMMER.


AUTUMN.


ROSE.


VILLAGE BLACKSMITH.



IN DAYS OF OLD.


STILL ALARM.


PLAYMATES.


MOUNTAINEER.

New 1905 backs Congress Playing Cards

It pays dealers to handle and display these cards—they are so beautiful that they sell readily among people who have heretofore bought only cheap cards.

Initial Series—All letters of the alphabet—stylish color combinations and gold.

Pictorial Series—Dozens of reproductions of original paintings in colors and gold.

Club Series—Conventional white margin backs, printed in gold and colors.


No. 3—Three packs


No. 2—Two packs.

A New feature.


No 6—Six packs.

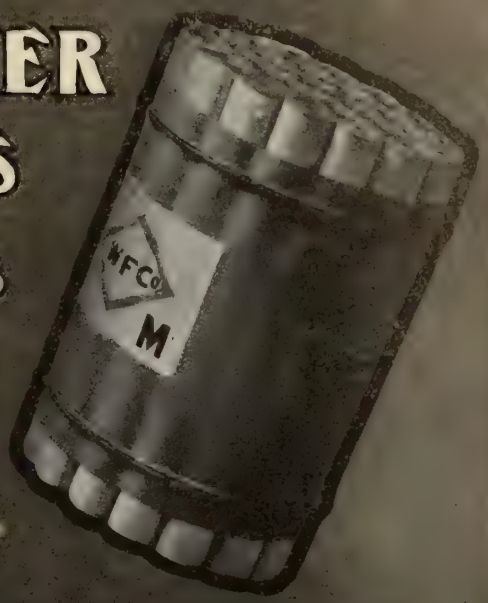
Congress Cards in fancy boxes for the 1905 holidays.

Sold by Canadian jobbers, or write

The U. S. Playing Card Co., Cincinnati, U. S. A.

Above designs copyright, 1899, 1901-4-5, by The U. S. Playing Card Co., Cincinnati, U. S. A.

WATSON-FOSTER WALL PAPERS Produce Results ARTISTIC AND PROFITABLE



OUR LINE FOR 1906
IS
A PRONOUNCED SUCCESS

Those dealers who have not yet seen it will find in our

LOW GRADES—Bright, clear-printed patterns with blended borders on good Canadian grounded stock.

MEDIUM GRADES—The greatest possible variety for every known purpose in unapproachable color effect and value.

SPECIALTIES—Beautiful artistic patterns quite beyond anything yet seen. With such goods in stock you will easily hold—with profit the growing demand for "better things."

BY TRUSTING US—Others have made money.

WHY NOT YOU?

SEPT. '05.

THE WATSON-FOSTER CO. LIMITED
MONTREAL
CANADA

'TISYOU

Should Have a Large Stock Now of

TISSUE PAPERS

CREPE TISSUE, *in rolls, 2 qualities.*

DANCING GIRL and AMERICAN BRANDS.

FLAT TISSUE

Full stock of above in White and all Colors.

FLORAL FIRE-PROOF CREPE PAPERS

Put up in folds—10 foot lengths, and 20 inches wide.
30 different designs.

TISSUE NAPKINS AND DOILLIES

A large variety of designs.

—— ALSO ——

FANCY TISSUE GARLANDS

for DECORATIVE PURPOSES.

THE COPP, CLARK COMPANY, LIMITED

TORONTO

MANUFACTORY:
67, 69, 71 Colborne Street

WAREHOUSE:
64, 66 Front Street West

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

FOR jobbers' trade especially, The Copp, Clark Company, Limited, are getting out special lines of pads, with colored covers. They have quite a series in preparation, including Beechwood, Saranac, Chebucto, Nyanza, Alaskan Bond, Arion Linen. They are prepared to give any jobber exclusive use of a particular cover for his own use and for use in his district. They are also putting out their old reliables—Ivory White and Queen City—in new covers.

* * *

"London Cloth," a new linen finished note paper, handled by Buntin, Gillies & Co., Limited, Hamilton, is proving to be an exceptionally good seller. The paper has the very latest crash finish and is decidedly the correct thing for fine correspondence. The boxes are also very stylish and up-to-date, being covered with a bright green and trimmed on the edges with a deep red.

* * *

Buntin, Gillies & Co., Limited, Hamilton, are showing a nice line of tally cards. Their prices are also away down and they anticipate a good sale for this line of goods.

* * *

An inspection of the stock of tissues in the warehouse of The Copp, Clark Co., Limited, is an eye-opener. The arrangement of the stock is excellent, showing careful management. One row of shelving contains the Dancing Girl brand in all shades. Another row contains the American brand. Still another is given over to the beautiful floral crepes, while a large space is devoted to the flat tissues. They have also an extensive stock of fancy crepe napkins, packed in cartons, containing 50 napkins each.

* * *

Winter evening games are in complete stock with The Copp, Clark Co., Limited, and may be ordered at once. They have also a full assortment of playing cards and players' sundries.

* * *

It will be good news to dealers to learn that import orders will be filled early this year by The Copp, Clark Co., Limited, owing to early delivery of the goods to them.

* * *

The Copp, Clark Company, Limited, have to hand their stock of private greeting cards and will be glad to furnish samples immediately.

* * *

For the Fall trade Warwick Bros. & Rutter, Limited, have prepared four series of writing tablets, making their line most complete. Of these, Taffeta Bond is a light weight, linen finish paper, Foreign Linear is a light weight paper with lines made in the stock, Transatlantic Bond is a thin plain white paper, while Liberty is a new white wove pad made expressly for jobbers' purposes and a little cheaper than the other lines.

* * *

An especially well-made non-leakable fountain pen has been added by Warwick Bros. & Rutter, Limited, to their series of Chancellor pens and is called the Chancellor Non-Leakable. It can be carried in any position and is always ready for use. It is constructed so that no ink can gather on the nozzle to soil the fingers. In this matter, it is superior to almost all other non-leakable pens. The company guarantee the pen absolutely.

* * *

Warwick Bros. & Rutter, Limited, announce that they have added three new boxes to their cheaper grades of box stationery. The designs are pretty, being attractive female figures. The retail price of all three boxes is 15 cents. The firm have also in stock a complete line of typewriter paper in all styles and qualities.

* * *

With this month the season for playing cards and players' sundries opens up and Warwick Bros. & Rutter, Limited, Toronto, announce that their stock of all these goods is complete. They have in stock a wide variety of cards, punches, tassels, scoring seals, whist counters, bridge and duplicate score sheets, besides a dainty array of tally cards. One of the most novel of these is in the form of a playing card, slightly different in shape from the standard card, with the king and queen of hearts as designs.

* * *

W. J. Gage & Co. report that a very large number of their out-of-town customers have paid a visit during the past few weeks to their new offices and sample rooms on Front street. At the same time they have availed themselves of an opportunity to see through the new Gage factory on Spadina avenue by means of the automobile placed at their disposal by the firm. The trade appreciate the benefit of having the Gage & Co. sample rooms so convenient to all trains and boats. This firm has, as is customary, remained open during school opening week until 10 p.m. to fill all orders received by wire or phone the same evening.

* * *

The sale of post card albums, according to The Copp, Clark Company, Limited, is trebling in volume. They show an extensive range, running up from 25 cents to $5 retail. There is also a good sale to be noted of their Triumph dollar fountain pen.

* * *

The Burns and Shakespeare backs in Goodall's playing cards are now in stock with The Copp, Clark Company, Limited. Business in cards should be brisk this Fall owing to the cut prices. The Congress cards have been reduced from $4.50 to $3.80 and the Goodall cards have dropped to $3.60.

* * *

The Copp, Clark Company, Limited, have a splendid array of new papeteries from which dealers should have no difficulty in making a selection. "In Silk Attire" is a 25-cent box, in blue and white, with a fluted border; "Irisine Linen" is a dainty cabinet, fitted with pull-out drawer and including sealing wax; "Casterford Wove" and "Newtone Fabric" are boxes of correspondence cards

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

ARE PUBLISHERS and PRINTERS OF THE WELL KNOWN "RAPIDO" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrities, Royalty, Actresses, Singers, Statesmen, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series
"Alphabetical" Series
"Sports" Series
"Name" "
"British View" Series
"Comic" Series
"Xmas" "

"Cameo" (Bas Relief) Postcards. Photos of Celebrities of the Stage.

Sole Agents for Canada **THE ILLUSTRATED POST CARD COMPANY, 185 St. James St., MONTREAL**

containing 25 each cards and envelopes; "Canadian Hemstitch Note" at 50 cents in blue and white is an entirely Canadian production. In addition there is an assortment of fifteen 25-cent boxes in all finishes and colors.

* * *

A newly patented rack for showing picture post cards and other cards has been invented by a Toronto retail stationer and is for sale by The Copp, Clark Company, Limited. It is made of cardboard and will hold seven cards. It can be hung in almost any position and will be useful in making displays. The price is 40 cents per dozen.

* * *

The new school regulations have introduced some changes which are of benefit to dealers in school supplies. The teaching of plane geometry calls for protractors, compasses, rulers, etc., while the teaching of art has occasioned a demand for paints, brushes, etc.

* * *

Dealers are warned to look after their stock of office diaries for 1906 at once, as there is some danger of a similar shortage to that of last year.

* * *

For Christmas decorations of every character, The Copp, Clark Company, Limited, can supply a great many varieties of paper-made articles of Japanese make. These come in the form of imitation lanterns, flags and all manner of novelties. Bright red tissue paper bells may also be referred to in this connection. These come folded in compact space and sell at 5, 10 and 15 cents for the three sizes. This price is less than one-third of the price last year, owing to the fact that the bells are now made by machinery.

CALENDARS FOR ADVERTISING USE.

BEMROSE & SONS, of Derby, Eng., are well to the front with a very attractive lot of calendars for advertising purposes for 1906. Chief among them are the daily tear-off calendars including the Shakespearian daily Calendar, the Proverbial Calendar, with daily quotations from the works of Charlotte Bronte, and the Floral Calendar, presenting some poetical reference to the flowers day by day throughout the seasons. There are also plain day and date calendars in same style:

Messrs. Bemrose have brought about a great improvement in reducing the size of the mounts, (which are cloth covered and marble lined) to 4 1-2 x 6 1-2, and arranging a substantial prop, on the back of which is printed the usual postal information as well as a yearly calendar. The calendars may be placed on table, mentel or desk, without occupying much space, or hung on the wall by means of metal hanger.

For purposes of advertising, these calendars are especially adapted, for on every mount, space is left for the insertion of a neat business card. Monthly calendars are also supplied in same farm—all in cloth boards, with ornamentation in gilt only. They are a most artistic series and are deserving the attention of those whose object is to supply their trade with what is neatest and newest. A splendid line of pictorial card calendars for advertising purposes is also shown, including some good hunting and Dutch subjects. There are also tasty little memo books and diaries with imprint on front cover and several pages front and back for customers' own advertisements.

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

TRADE R MARK **C. F. RUMPP & SONS** Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
683 and 685 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

Look over your stock of

KOH-I-NOOR PENCILS

and

MEPHISTO COPYING PENCILS

At this season of the year it is advisable to prepare for the certain demands of Fall business.
The call for Koh-I-Noor Pencils and Mephisto Copying Pencils is steadily increasing.
Are you prepared for it?

L. & C. HARDTMUTH

Vienna, London and New York

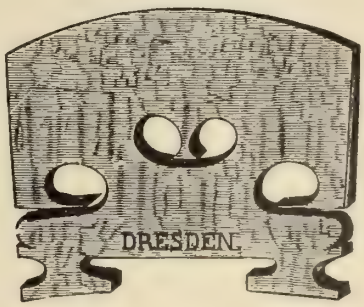
HIGGINS' INKS AND ADHESIVES



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London
Originators and Manufacturers Inks and Adhesives
MAIN OFFICE, 271 Ninth St., FACTORY 240, 244 Eighth St., } BROOKLYN, N.Y., U. S. A.

EVER ASKED FOR



Drop us a card and we will give you particulars of our "Sundry Salesman," which is a neat case, containing a few violin strings, pegs, bridges, etc., to stand on your counter.

Our "New Catalogue" sent for the asking.

THE R. S. WILLIAMS & SONS CO. LIMITED.

TORONTO WINNIPEG

PICTURE POSTCARDS

A REMARKABLE OFFER.

THE Rochester News Company is making a remarkable offer to the trade as will be noted from their advertisement, which appears on another page. The quality of their work is best told in the words of their customers. The following are a few letters this firm has received. One customer writes them : "I am highly pleased with the excellent quality of the cards which I have received. I have never seen anything to equal them in quality or price."

Mr. G. H. Daniels, the general passenger agent of the



Illustrating Song, "To-morrow will be Friday."
Rapid Photo Co. Series of Post Cards.

New York Central & Hudson River Railroad, recently writes : "I congratulate you on the handsome appearance of your post card No. 5221, 'The Empire State Express,' and I intend to place them where I hope they will do you some good as well as ourselves." Mr. Daniels gave the Rochester News Company a substantial order, and later followed up with a re-order.

The general manager of another important railroad wrote them : "I beg to compliment you on the souvenir post cards representing scenes along our line. They certainly are very beautiful, and I plan to have a set of these cards framed and display some in each of our ticket offices, and also to have these cards on sale at each of our stations."

These are only a few of hundreds of similar letters which they have received from satisfied customers and every day brings several new ones.

They have published a series of cards illustrating a recent incident in the navy, and the beautiful character of the work brought forth highly complimentary expressions from important members of the Administration at Washington.

Dealers will do well to write to the Rochester News Company for particulars relative to their advertisement appearing in this issue.

BUSINESS BOOMING.

W. G. MACFARLANE, 72 Bay street, Toronto, states that the demand for picture post cards has grown wonderfully in the last month or two. The sales in August were very heavy. The sale of comic and fancy lines is growing all the time, while the demand for view post cards has grown by leaps and bounds. Along with the growth of the post card business, other lines of printed souvenir goods have increased in demand. The sales of souvenir view books, of letter cards, etc., have been very large. As the Christmas season is approaching, dealers would do well to place orders for souvenir novelties.

Mr. MacFarlane is making a specialty of post cards from customers' own negatives. He quotes now on eight or ten different styles, half tone, naturotype, collotype, chromotype, autochrome, etc. A shipment of post card racks and display stands is expected in about a week. Dealers visiting Toronto would do well to look at these.

PHOTOGRAPH POST CARDS.

ON visiting the extensive warerooms and sample rooms of the Rapid Photo Printing Co. in Bridgewater Square, London, England, one is struck by the fact that all their post cards are actual photographs, and it is a matter of astonishment to note the infinite variety of the post cards and greeting cards they are showing this season. One of their newest lines is in the form of a folding card with ribbon tie and dainty medallions of charming actresses in embossed oval frame on the first page of cover. These greeting cards run mostly in greys and greens, harmonizing perfectly with the natural or bromide effects of the photographs with which they are adorned. Those with plain photographs are known as their 4d. line, while the hand colored goods retail at 6d.

Another form of greeting card is made up as an ordinary post card with a greeting or season's wish artistically set off with smiling faces of beautiful models. These are having a remarkable run in England at present and it is expected the demand will increase very largely as the holiday season approaches.

At time of writing probably the best selling line is the series of "name cards." There are between 100 and 150 subjects in this series and in this comprehensive collection will be found almost every name in general use. These cards are selling in phenomenally large numbers.

The most beautiful, though more expensive, line is the "Cameo" series. These are bromide photographs embossed in such a way as to throw the figure in relief and heighten the general effect by bringing out the high lights and deepening the shades. Most of the prominent actresses are to be found amongst the "Cameos" and the publishers informed us that they are shipping large quantities to Canada week by week.

The "Queen" series of half-size post cards is very chic. These midget cards are admitted to the mails as ordinary post cards and while the space for correspondence is very much reduced the cards themselves are of a very taking size.

In bromide and glossy black and white photographs

Fancy Goods,
Papeteries,
Xmas Bells,
Carlands,
Toys, Games,
Fancy China,
Gold Paints,
Perfumes,
Mouth Organs,
Jardinieres,

The Kelk Sutcliffe Co.

Successors to

F. and E. W. KELK.

Having completed the re-arrangement of our Warehouse and Sample Rooms, we are now prepared for increased business and solicit the trade of retailers throughout the Dominion.

A personal call at our Warehouse is invited, and a perusal of the lines contained therein will, we feel sure, deeply interest shrewd buyers.

The Kelk Sutcliffe Co.

76 YORK STREET, TORONTO

Novelties,
Notions,
Leather Goods,
Footballs,
Picture Books,
Electroliers,
Combs,
Brushes,
Pocket Cutlery,
Razors,
Shaving Strops.

SOUVENIR CARDS

$6 a 1,000, Comics and Canada only.
85c. per hundred, post free. 5,000 for $25.

Try our "King Edward" assortment of Picture Cards, large variety, different to above, $7.50 per thousand, or $1 a hundred, post free. New arrivals constantly.

500 Comics, $3.50. 1,000 Comics, $6.
100 different cards, $1. 200 to 500, different, same rate.

W. R. ADAMS, 401 Yonge Street, **Toronto, Ont.**

W. G. MACFARLANE

72 Bay Street, TORONTO

PICTURE POST CARDS
LEATHER NOVELTIES
POST CARD RACKS
FANCY AND COMIC CARDS
POST CARD ALBUMS
SOUVENIR VIEW BOOKS

We make a specialty of View Post Cards from customers' own negatives. We quote on these in eight or ten different styles and processes.

Write for samples.

A shipment of Post Card Racks and Display Stands just received.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

FREE—1000—FREE



of the funniest, best and most attractive

Comic Post Cards
Absolutely Free

Send immediately for particulars. This offer is exclusively for the trade, and we will pay no attention to any inquiries except from dealers.

We desire to get into communication at once with all Post Card Dealers on this proposition.

We are the largest dealers in Post Cards in the world.

THE ROCHESTER NEWS COMPANY
Post Card Department
19-27 Church Street
ROCHESTER, N. Y., U.S.A.

there is no end of variety. There are some thousands of subjects and almost every "notable" is to be found in the unending series. The favorites are actresses and besides these there is a remarkably long series of bishops and church dignitaries. The line of actresses is also done throughout in natural photo brown. The illustrations of famous songs are also in great demand as are also the comics.

In producing these photographs the scenery and accessories are all arranged with accurate detail and living models are used throughout with most lifelike effect. The Rapid Photo Co. do not omit photographs of famous scenes and a very interesting series of views of Shakespeare's country introduces real photographs of Shakespeare's birthplace, the Old Grammar School, etc., etc. A series of the "Nation's Pictures," reproduced in miniature from the originals in the art galleries is by no means the least interesting, as also another series representing Japanese homelife and actual photographs of Japanese and Russian celebrities who have figured prominently in the recent war. The sole Canadian agency for The Rapid Photo Printing Co. is at 185 St. James street, Montreal.

NOTES.

Warwick Bros. & Rutter, Limited, Toronto, have a large stock of Tuck's Christmas post cards (15,000 envelopes) on the way out from London.

The Copp, Clark Co., Limited, show a pretty assortment of Christmas post cards, one hundred assorted in a box, which sell at $15.00 per 1,000 cards.

The demand for Valentine post cards should be strong next February. The Copp, Clark Co., Limited, have some very attractive high grade cards, imitation birch-bark, silk, etc.

The Copp, Clark Co., Limited, cannot keep pace with the heavy demand for the Davidson lines of cards. They expect relief soon, on the arrival of a large consignment from the manufacturers.

W. J. Gage & Co. have just received into stock a new series of 18 colored views of Toronto. These comprise the best known and most popular views in the city, and the workmanship and finish is of the very best. Prices and samples will be submitted when asked for.

PERSONAL AND TRADE NOTES

A. H. Clark is opening a new drug and stationery store at Rosthern, Sask.

Mr. A. H. Jarvis, bookseller, Ottawa, was in Toronto during the Exhibition.

Warners, Limited, are building a new stationery and book store at Saskatoon, Sask.

Mr. Albert M. McLeod, bookseller and stationer, Sydney, C.B., was a recent caller on the wholesale trade in Toronto.

Another visitor to Toronto was Mr. R. G. Lees, of R. G. Lees & Co., booksellers and stationers, of Fredericton, N.B.

Smith's Book Store, Halifax, is well located on a central corner, and a big business is done in souvenir lines and magazines.

Mr. J. F. Muirhead, editor of Baedeker's Hand-Book of Canada, is visiting this country collecting material for the third edition.

Mr. Charles Walton, the genial representative of Charles Scribner's Sons, New York, called on the Canadian trade this month.

Mr. E. P. Green, of the staff of Warwick Bros. & Rutter, Limited, Toronto, was married last month to Miss Bertha Irene Sadlier of Strathroy.

Messrs. George Hazen and Harry C. Woods are at present in Toronto, getting ready for the Fall campaign for Warwick Bros. & Rutter, Limited.

The death occurred at Ripley, Ontario, on September 2, of Mr. H. P. Chapman, who had conducted a book and stationery business in the village for many years.

Dr. May, inspector of public libraries of Ontario, returned August 23 from a tour through Northern Ontario. He reports libraries in that locality to be flourishing.

Mr. John Allen, who has been covering the trade in Toronto for Warwick Bros. & Rutter, Limited, is going out this Fall to cover Eastern Ontario for his company.

H. J. Franklin, the Vancouver stationer, is building a new three-storey brick and stone building on Hastings street, near Abbott street. The building will cost $8,000.

Mr. William Tyrrell, the Toronto bookseller, left early this month on a buying trip to England. He hopes to be able to secure specially attractive goods for Christmas.

Mr. R. J. Reid, of R. J. Reid & Co., bookbinders, Winnipeg, was married on September 6 to Miss Madeline Hoffman. A banquet was tendered Mr. Reid on the eve of his marriage.

On August 17 Mr. G. H. Haszard, of the firm of Haszard & Moore, printers and stationery, Charlottetown, P.E.I., died suddenly of heart disease. Deceased had been in business a third of a century.

R. H. Davis & Co., Yarmouth, have a corner store with a splendid long show window, in which they are able to display a great many different lines. They conduct a large printing business in addition to their retail trade.

Mr. William Warner, founder of Warner's Bookstore, Brandon, and until its incorporation as a company its proprietor, left last month to revisit the scenes of his childhood in England. On his return he will locate on the Pacific Coast.

At a meeting of the creditors of the Quebec Paper Bag Co., held on September 5, before Judge Pelletier, Mr. George Darveau was appointed curator, and Messrs Jos. Ford, Jr., Portneuf, and F. H. Andrews and Louis Drouin, Quebec, were appointed inspectors.

Charles L. Nelles of Guelph has decided to dispose of both his stationery and wall paper business in that town. The business has been established more than a quarter of century, and has grown to be one of the handsomest and best known establishments in that line in Ontario.

Morton's Book Store, Halifax, has been in operation for many years, and Mr. Morton, its proprietor, is a good friend of Bookseller and Stationer. He carries a heavy stock, embracing a great many different lines. Like the other Halifax dealers, he has done well with souvenir goods.

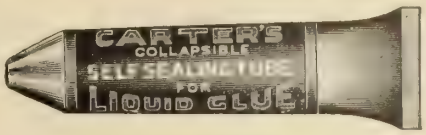
A facetious Canadian bookseller wrote in to one of the publishers, whose portrait appeared in the last number of Bookseller and Stationer, complimenting him on his good



No. 231, 1-oz., $15.00 List Per Gross

CARTER'S LIQUID GLUE

"mends everything but broken hearts and morals." Rather a startling statement this, but pretty near correct, if we are to judge by the constantly increasing sales of this article.



No. 235, 1-oz. Self-Sealing Tube

CARTER'S GLUE is a sure sticker, and those who once use it stick to it. That is why every dealer should keep it in stock. It is the finest grade of refined fish glue. The popular one-ounce bottle is put up in a display box as illustrated herewith.

The CARTER'S INK CO., Largest Makers of Writing Inks and Adhesives in America.

BOSTON - NEW YORK - CHICAGO - MONTREAL

When You Buy, Buy Right

Get the Pick

SIR HINKUM PINKUM

Is one of the favorite 25 cent games. It's had a record sale and shows no signs of lagging. We have a handsome edition in preparation. You should be equipped. **Price per doz., $1.80.**

THE COPP, CLARK CO., Limited, TORONTO



THE UNDERWOOD

The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO

and at

99 ST. FRANCIS XAVIER STREET, MONTREAL

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

looks and asking for the use of the half-tone so that he might add him to his post card series of Canadian celebrities.

Much regret has been expressed at the untimely death of young Frank Carrell, a promising clerk in the stationery department of The Copp, Clark Co., Limited, who had been with the firm since the fire. He was accidentally drowned about the end of August, while swimming in Toronto Bay during the noon hour.

Miss Hattie Tweedie, of Moncton, has a store of which she may justly be proud. Its arrangement bespeaks considerable skill, and the window displays are bright and pleasing. She does a good trade in books, of which she has a wide knowledge. She is most popular in the trade and is a good friend of this paper.

The large store of T. C. Allen & Co., Halifax, has been busy of late with school opening business. The company have the largest book store in Halifax, and carry a large stock of general literature. In addition they do a considerable trade in office stationery. Several of the Nova Scotia school texts are published by them.

Messrs. John F. Ellis, and John R. Barber, of the Barber & Ellis Co., Limited, Toronto, have been on a trip to the Pacific Coast investigating conditions there. In an interview with the Victoria Times, they were quoted as saying that the time was not yet ripe for the establishment of a factory on the coast capable of turning out all grades of paper.

The D. M. Steward Mfg. Co. of Canada, Limited, have opened an office at 26-28 Adelaide street west, Toronto, from where they will push the sale of their Compo slate pencils. This new pencil, which has been described in previous numbers of this paper, is made of composition of consistency throughout and is considered by users to be greatly superior to the ordinary pencil.

R. W. Eaton is the proprietor of a book and stationery store in Kentville, located in a central position and well equipped with stationery, books and fancy goods. Mr. Eaton, in conversation, lamented the depredations his Toronto namesake is making in the Provinces, and judging from appearances he is quite right in his statement that Eaton of Toronto is eating things up there.

J. L. Connolly, who is continuing the business formerly conducted by him in partnership with J. Clyde Davidson, in Halifax, reports business to be active. His store front is usually surrounded by an interested throng, bent on inspecting the contents of the windows, which are dressed weekly and in a tasty manner. He has done a good business this Summer in post cards and souvenirs.

J. Clyde Davidson is gradually getting settled in his new premises in Halifax, (formerly occupied by C. H. Ruggles & Co.) He has altered the front of the store considerably and has put in two elaborate plate glass windows, with special facilities for lighting. These windows, when dressed in Mr. Davidson's best style, look extremely attractive and command the attention of passers-by. The interior of the store is almost square, and when finally arranged according to Mr. Davidson's plan will doubtless prove as attractive as the exterior.

Edgar J. Vickery, of Yarmouth, has been nearly a quarter of a century in business in that town, and has one of the most attractive stores in the Provinces. He is doing a good business in view cards of Yarmouth, of which he has a series of his own that are as pretty pieces of work as one would wish to see. He also shows a large variety of souvenir goods, besides staple stationery lines, books, fancy goods, magazines and pictures. His window is probably the most attractive in Yarmouth, judging by the number of pedestrians who pause to examine its contents. Mr. Vickery has been a reader of Bookseller and Stationer from the start, and appreciates its worth.

Among the visitors to the Toronto trade during the course of the Exhibition were the following dealers: T. B. Taylor, Watford; M. G. Hay, St. Thomas; L. R. Burns, Southampton; Mr. Russell of Georgian Bay Lumber Co., Waubaushene; M. McRae, Wyebridge; R. M. Pitts, Cornwall; W. Holliday, Brooklyn; Geo. Wood, Ingersoll; J. Quinn, Tweed; J. B. Hamley, Picton; Mr. Henley, Lindsay; Mr. Moore, Bradford; W. H. Buckley, Niagara Falls; T. C. McColl, Woodstock; H. W. Ralph, Dundas; Louis Peine, New Hamburg; Alex. Wilson, Seaforth; D. McArthur, Paisley; S. M. Carey, Corbetton; D'Alton Campbell, Gravenhurst; W. S. Carter, Penetanguishene; P. Trebilcock, Bowmanville; Mrs. Allin, Whitby; Geo. Bailey, Badjeros; J. Klinck, Elmira; Geo. Moore, Parry Sound; J. Kochinstett, Wikweninong; J. P. Lawrason, Milton; Miss A. W. Brown, Drumbo; G. F. Dean, Lansdowne; D. Stewart, Cookstown; J. Gripton, Woodstock; J. W. Gladhill, Huntsville; R. Phillips, Fergus; J. T. Skales, Mount Forest; T. Thauburn, Brampton; L. L. Rogers, Dunbarton; A. H. Jarvis, Ottawa; F. E. York, Aurora; J. T. Ott, Floridale; Chas. Kister, Chippewa; Coulthard & Co., Galt; W. Segal, Mount St. Louis; F. C. Horde, Mitchell; J. A. Mitchell, Atwood; H. Schooley, Brampton; H. Walsh, Haileybury; F. W. Cook, Waterdown; H. Guston, Newton; E. C. Featherstone, Milton; H. A. Vandusen, Tara; A. H. Stratton, Peterboro; C. A. Wray, Rodney; M. Abraham, New Liskeard; T. Stephenson, Orangeville; J. D. Johnson, Huntsville; M. H. Bell, Wollen; J. H. Superior, Montreal; Red Star News Co., London; D. Cobbledick, Ailsa Craig; J. H. Adams, Perth; J. J. McGill, Cavanville; W. C. Griffith, Colborne; H. L. Douglas, Burks Falls; R. Neilly, Bradford; J. C. Hanley, Read; D. Curry, Mattawa; D. Campbell, Dundalk; W. Ogilvy, Bond Head; J. R. Burns, Janetville; H. A. Tanton, Charlottetown; J. D. McKay, Newmarket; Boscoe Bros., Oakwood; Geo. Eilbeck, Newcastle; J. T. Kirby, Arthur; T. E. Hanna, Rosemount; J. O. Herity, Markham; E. A. Berger, Bradford; E. A. Deans, Dundalk; J. Boadway, Stouffville; C. L. Nelles, Guelph; George Hynds, Acton.

TO THE POINT.

Norman Murray, second-hand bookseller on Beaver Hall Hill, Montreal, has a unique card placed in his window reading, "Don't ask for prices if you don't intend to buy. This is not a free information bureau." Passers by deciphering this are perhaps more amused than impressed. A choice bit of poetry is an additional decoration pasted on the window and runs as follows:

Man's Destiny.

Man came into this world, naked and bare,
His mission in this world, sorrow and care,
His exit out of this world, no one knows where.
But if he does right here, he will do well there.

BRANDAUER & CO.'S AGENT.

H. O. Knowles Co., 511 Coristine Building, Montreal, have been appointed Canadian agents for C. Brandauer & Co., Limited, London warehouse, 124 Newgate street, E.C. Their circular pointed pens are thoroughly and completely represented and all enquiries will be promptly attended to.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organising joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

DAVID HOSKINS, F.C.A.
Chartered Accountant, Auditor, Financial Valuator.
27 Wellington Street East, - - Toronto, Canada.

This Space $15 a Year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

TUPPER, PHIPPEN & TUPPER,
Barristers, Solicitors, Etc.
Winnipeg, - - Canada.

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, K. C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MABEE
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel. Main 3813. - - - - - Toronto, Ont.

IRWIN & JONES, Barristers, etc.
H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, B.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co. 24 King St. W., Toronto. Weston, Ont.

W. G. WILSON
Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

MEWBURN & AMBROSE
Barristers, Solicitors, etc.
S. C. MEWBURN, E. H. AMBROSE,
Hamilton, Ont.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc.

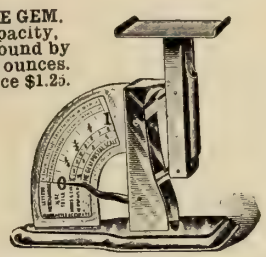
ROBINSON & GREEN
Barristers, Solicitors, Etc.
JOHN A. ROBINSON. JOHN R. GREEN.
Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

LOUGHEED & BENNETT,
Barristers, Solicitors, Advocates, etc.
Calgary, Can. Cables: Lougheed, Calgary
Solicitors for: Bank of Montreal. Canadian Bank of Commerce, Bank of Nova Scotia, Merchants' Bank of Canada.

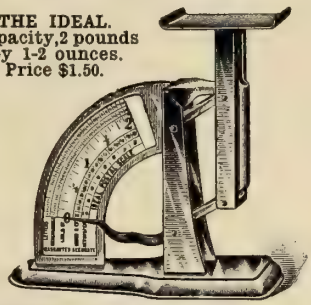
This space $30 per year.

TRINER POSTAL SCALES ARE POSITIVELY ACCURATE AND SCIENTIFICALLY PERFECT AUTOMATIC POSTAL SCALES.

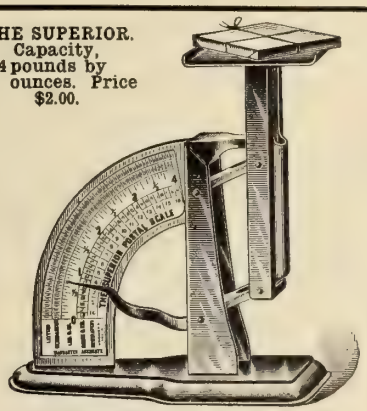
THE GEM.
Capacity,
1 pound by
1-2 ounces.
Price $1.25.



THE IDEAL.
Capacity, 2 pounds
by 1-2 ounces.
Price $1.50.



THE SUPERIOR.
Capacity,
4 pounds by
1-2 ounces. Price
$2.00.



The Triner Postal Scale records instantly the exact cost in cents on all classes of mail matter. Steadily increasing sale is convincing proof of the merit of the Triner Postal Scale. Article can be placed anywhere on platform, yet always shows accurate weight.

Order through your Jobber.
TRINER SCALE & MFG. CO.
1255-59 W. 21st Street CHICAGO, ILL.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333.
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms - 100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL
10 Front St. East, TORONTO.



This department is conducted and prepared by our advertising specialist, who possesses a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticise advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," BOOKSELLER AND STATIONER, Toronto.

PATIENCE A VIRTUE IN ADVERTISING.

By Ralph Harris in Brains

SAID a man who has had a wide experience in advertising of all kinds: "New advertisers, especially retailers, make a serious mistake when they look for the total net results from advertisements inserted, in too short a space of time."

The money invested in advertising earns profits sooner than the money invested in any other line of goods that a man can put his money into, but they don't come as soon as some people expect.

You take $100 around to the savings bank to-day, and a year from now $4 will be your profit.

You buy a bill of staple goods to-day, and unless the article is an unusually good seller, your profits will be tied up in the transaction from three months to a year.

In a retail business probably it will be found to be a fact that profits—the profits that a man can spend or invest in other things—cannot be declared more than once a year.

Every Letter

you write reflects

You

It will bear witness to your good taste if you write it on Twotone or Highland Linen — the popular styles in Eaton-Hurlbut Writing Papers.

Plenty of other styles here, too, of these attractive writing papers. :-: :-: :-: :-: :-:

WALTER SCOTT
Bookseller and Stationer
BARRIE, - ONTARIO

When a man runs an advertisement in a newspaper, for some reason or other he expects to get his profits the next day or at most the next week. He counts his chickens before they are hatched.

A retailer of my acquaintance who started in business some five or six years ago with a good line of credit but mighty little capital told me that he can trace results to advertising and circularizing that he did more than five years ago.

As an actual experience he told me that in 1899 he distributed a few thousand circulars among farmers outside of his territory. The direct results were not unusually satisfactory, and he figured at the time that the investment of about $20 was practically lost. But what happened? Five years after that date, there came to him a farmer with a little old, faded, pink circular that he had sent out. The merchant looked for the goods advertised, but long since had they been sold. However, the farmer bought something else, opened up an account, and has been a steady customer ever since. This one farmer's business is probably worth considerably more than the total investment.

An old land advertising agent who places the business of many mail order advertisers, tells me that he has known of direct results being received from advertisements inserted as long as ten years ago.

I am to-day receiving replies from advertisements inserted in newspapers as far back as 1902.

I do not believe that there is an investment of any kind that begins to pay the dividends that the right kind of advertising does.

Certainly the good will of the business obtained partially by advertising, is worth considerably more than a business obtained without it.

A VALUABLE OFFER.

IN order to encourage newspaper advertising among the booksellers and stationers of Canada, this paper is prepared to make the following offer to its readers. To any proprietor of, or clerk in, a Canadian book, stationery or fancy goods store, who sends us a marked copy of his local paper containing an advertisement of his goods, which reaches a certain standard of excellence, we will give either

(a) One year's subscription free to Bookseller and Stationer, or

(b) A copy of "Successful Advertising," a volume of 400 pages, bound in cloth and containing much valuable information.

The conditions to be complied with are extremely simple. There is no restriction as to the size of the advertisement or as to its contents, but it must have appeared in some issue of a Canadian newspaper between the dates of September 1 and November 1, 1905, and must be the personal work of the competitor. Mention will be made in these columns of every advertisement submitted and reproductions of the best examples will be made. In the event of an advertisement not attaining our standard, full reasons will be given for the failure of the competitor.

Copies of the newspapers containing the advertisements should be forwarded to the Editor of Bookseller and Stationer, 10 Front street east, Toronto, and on the wrapper the words "Special Marked Copy" should be clearly written, while a post card to the editor advising him of the sending of the paper should be forwarded therewith. The offer remains open to November 1 and may be extended, if the competition proves successful. A first failure will not preclude a second attempt.

The Best-Selling Game on the Market

DONKEY PARTY

Nothing equals it as a trade-winner or a fun-provoker.
The ideal amusement for winter evenings; so the ideal game to "push" now. We can fill your orders, no matter how big.

Price Per Doz., $1.80.

THE COPP, CLARK CO., Limited, TORONTO

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : **124, NEWGATE STREET, E. C.**

C. B. & Co. would be glad to appoint wholesale agents for Canada.

Patronize Canadian Manufactures

Auld's Premium Mucilage—nothing better.
Auld's Lithograms and Lithogram Composition—best quality.
Acme Cleansing and Washing Powder—for Printers' and general use.
Coal Saving and Smoke Consuming Compound—saves ¼ to ⅓ of the Coal and no danger with it.

Dealers in Pulp and Paper
Correspondence and Orders Solicited.

AULD MUCILAGE CO., 17 Bleury Street, **Montreal**
Telephone Main 2476.

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1-/ and
Gross
Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverly' Pens which Hinks, Wells & Co have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

SIGNS AND SHOW CARDS

Have you ever realized the advertising value in your Show Windows, and that you could talk to the thousands of people passing your Store with bright, attractive Show Cards? We can supply Show Cards and Price Tickets at low prices. Write for our Catalogue which show you as well hundreds of other styles of Signs.

THE MARTEL-STEWART CO., LTD.
681-683-685 Craig Street, - Montreal, Canada

Portable Book Cases and Book Trucks

For Banks, Offices and Libraries

Finished in Plain or Ornamental Hardwood
Rubber Tired Wheels

Special Designs for Use in Sunday School Libraries

MONTEITH, NIXON & COY.
Makers of Good Trucks
256 MACDONELL AVE., TORONTO
Telephone Park 1318

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city, within one minute from Post and Telegraph Offices, Tram Junction and principal clubs. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA

Opposite Victoria Park and Cedar Ave. Private board $12 to $14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA

Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA

Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMAHA STREETS, GEORGETOWN, DEMERARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN MCEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

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SATURDAY, September 2nd, was a red-letter day in the history of the employes of the Watson-Foster Company, Limited, Montreal, and it is safe to say that their first annual picnic, at Bout de L'Isle Park, 10 miles from the city, will long be remembered by all concerned. Members of the firm, and employes with their families to the number of nearly four hundred people, le t the factory at Maisonneuve, a suburb of Montreal, in special cars at 9 a.m. The weather was ideal and the run to the park prepared everyone for the keen baseball game which was first on the programme. The factory team, which is well known in Montreal, again proved their prowess by administering a severe defeat to the warehouse staff.

After generous refreshments, the afternoon programme of games and races was carried through without a hitch, keen competition prevailing in all events. Races for men, women and boys and girls were all included and the climax was reached in the concluding events, a three-legged and a sack race. The office staff redeemed itself in these events, although in the strenuous tug-of-war they



Start of 120 Yard Hurdle Race. Mr. Robt. Fraser at the left.

again fell down. Mr. Robert Fraser, the factory superintendent, proved a capable starter, although he had his troubles keeping all in line, while Mr. S. S. Boxer, the general manager, and Mr. W. A. Sutherland, the secretary-treasurer, had the somewhat difficult task of judging the winners. Dancing formed the evening's entertainment.

Mr. Boxer, in the evening, in a particularly happy address touched upon the success of the day's gathering and trusted that this first annual picnic might be the predecessor of many similar happy re-unions. The appreciation of the employes found vent in prolonged and hearty cheers. He then proceeded to present the various prizes of a useful nature, at the same time alluding to the prowess of the various recipients. The return to the city was made without mishap and all voted the outing successful in every way. It is needless to state that the elaborate programme furnished by the firm will be treasured by all in memory of this first annual picnic which presages many similar happy gatherings. The members of the firm deserve unstinted praise for their progressive efforts in this direction.

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Office de la Sainte Vierge et des Morts. Livre. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.

Souvenir Post Card re Airship with a Person Falling therefrom with an open umbrella. Joseph Batterton, Ottawa.

He's Such a Li'l Trouble. Song. Words by Frank L. Stanton. Music by Oley Speaks. A Song of April. Song. Music by Oley Speaks. The Lord is My Shepherd. Sacred song. Psalm XXIII. Music by George Chapman. Help Me O Lord. Sacred song. Part of the 118th Psalm. Music by George Chapman. The Colleen. For piano. No. 2. By W. Caven Barron. Forsaken. For piano. No. 3. By W. Caven Barron. Lullalo. An Irish lullaby. For piano. No. 1. By W. Caven Barron. A Song of the Hills. Song. Words by Clinton Scollard. Music by Arthur Nevin. A Folk Song. From Hood's Poems. Music by Arthur Nevin. Song of the Rover. Song. Words by Joseph Lewis French. Music by C. B. Hawley. The Wind A-Wooing. Song. Words anonymous. Music by C. B. Hawley. Love's Enchantment. Song. Words by Julian Durand. Music by C. B. Hawley. The John Church Company, Cincinnati, Ohio, U.S.A.

Silver Heels. March Two-Step. By Neil Moret. Jerome H. Remick & Company, Detroit, Michigan.

The Central School Jubilee Re-Union, 1853-1903. August, 1903. An Historical Sketch. By J. H. Smith, P. S. Inspector. Book. Joseph Henry Smith, Hamilton.

Gloriana. Waltzes. By R. B. Brewer. Jerome H. Remick & Company, Detroit, Michigan.

Lead Kindly Light. No. 2238. Anthem for general use. Words by Cardinal Newman. Music by Thos. Ely, Mus. Doc., F.R.C.O. Te Deum Laudamus. In D. No. 2237. Music by Cuthbert Harris, Mus. Doc., F.R.C.O. The Lord is My Light. Psalm XXVII. 1, 7, 8, 10, 11. XXVIII. 7, 8. No. 2240. Anthem for general use. Music by Arthur W. Marchant, Mus. Doc. Oxon., F.R.C.O. Magnificat and Nunc Dimittis. In G. No. 2235. A Short Festival Setting. Music by Bruce Steane, Mus. Bac. The Souls of the Righteous. No. 2243. Music by J. T. Field. We Wait Thy Loving Kindness. No. 2244. Music by J. T. Field. As the Earth Bringeth Forth Her Bud. Isaiah LXI. 11. Psalm CIII, 1. 2. LXV. 12, 14. No. 2236. Harvest Anthem, for general use. Music by Cuthbert Harris, Mus. Doc., F.R.C.O. The Lord is My Shepherd. Psalm XXIII. vv. 1, 4. No. 2239. A Short Anthem for general use. Music by Thomas Ely, Mus. Doc. Lond., F. R.C.O. Thou Wilt Keep Him in Perfect Peace. No. 2242. Music by J. T. Field. Let Us Now Fear the Lord. Jer. V. 24. St. Mark IV. 26, 27, 28, 29. Rev. XIV. 15, 16. XXII. 14. No. 2233. Anthem for Harvest or general use. Music by Bruce Steane, Mus. Bac. The Lord is King. Psalm XCIII. No. 2234. Anthem for general use. Music by Bruce Steane, Mus. Bac. April. Song. By John David Beall. Spring. Song. By John David Beall. Winter. Song. By John David Beall. Calm on the Listening Ear of Night. Christmas song. By C. B. Hawley. The John Church Company, Cincinnati, Ohio.

High School Physical Science. Part I. Revised Edition. By F. W. Merchant and C. Fessenden. The Copp, Clark Company, Limited, Toronto.

The Catholic Home Annual, 1905. Diocese of Hamilton. George S. Cotter, Detroit.

Halibonnie, or, Halifax, Our Maple's Bonnie. Poem. By George John Menge, B.A., Halifax.

Fare Thee Well, Annabelle. Words by Ed. Madden. Music by H. B. Blanke. Jolly Fellows. A Stein Song. Words by Wm. H. Gardner. Music by Louis F. Gottschalk. Foolishness. Characteristic March and Two-Step. By C. A. Grimm. Jerome H. Remick & Company, Detroit.

Golden Rules. Song. Words by James Fax. Music by L. Waizmann. James Fax, Toronto.

The Making of a Teacher. By Martin G. Brumbaugh, Ph.D., LL.D. Book. The Sunday School Times Company, Philadelphia, Pennsylvania.

Triumphant America. March Two-Step. By F. H. Losey. Little Miss Me. Song. Words by Victor Lauriston. Music by George Hahn. Waiting. Song. Words and Music by Wm. H. Bevan. Vandersloot Music Company, Williamsport, Pennsylvania.

Her Treasure. Picture. Grip, Limited, Toronto.

Only You. Words by F. Keiser. Music by Alexander Spencer. Ching-a-Ling-Fong. Words by Bert St. John. Music by Harry Linton. Arranged by Alexander Spencer. Jerome H. Remick & Company, Detroit.

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ABOUT QUILLS.

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What of the shaft?
The shaft was cut in England:
A long shaft, a strong shaft,
Barbed and trim and true;
So we'll drink all together
To the grey goose feather
And the land where the grey goose flew.

But, you see, it is not so, and despite the commonness of fountain-pens and typewriters, there must be many who still prefer the goose-quill to all new-fangled inventions. At the British museum, and in some of the public libraries, quills are still offered to those using the reading rooms, but you seldom see people making use of them. Why anyone should prefer to scrape along with a quill, when he may have a smooth-running fountain pen, is more than I can understand. I am no admirer of the Yankee, but I thank him sincerely for inventing the fountain-pen. Mr. George Meredith, as befits one of the old school, has remained faithful to the quill, and when on one occasion I had the pleasure of seeing through his quaint little study at Boxhill, I found such an abundance of quills in his inkstand that—I confess it boldly—I made no scruple of possessing myself of one, which I treasure as a "rich legacy," to be mentioned in my will!"—"J.A.H." in the Bystander.

A JAPANESE AGENT.

Mr. Reginald O. Simmons, of London, Eng., and latterly of Montreal, has decided to locate in Yokohama, Japan. He wishes to secure some reliable agencies for manufacturers who are anxious to promote trade in the Far East. Mr. Simmons has excellent social and financial standing ond would urge parties interested to apply promptly as it is his intention to sail for Yokohama early in October

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1. "The Great Mogul," by Louis Tracy. McLeod & Allen.
2. "Maid Margaret," by S. R. Crockett. Copp, Clark.
3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
6. "Wings of the Morning," by Louis Tracy, McLeod & Allen.

CALGARY.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "The Morals of Marcus Ordeyne."
4. "Stingaree," by E. W. Hornung. Copp, Clark.
5. "The Ravanels," by H. Dickson. Langton & Hall.
6. "The Game," by Jack London. Morang.

CHARLOTTETOWN.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Way of the Sea," by Norman Duncan. Revell.
3. "The Man on the Box," by Harold McGrath. McLeod & Allen.
4. "Return of Sherlock Holmes," by A. C. Doyle. Morang.
5. "Beatrice of Venice," by Max Pemberton. Copp, Clark.
6. "Jess & Co," by J. J. Bell. Copp, Clark.

COLLINGWOOD.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "The Winged Helmet," by H. S. MacKaye. Copp, Clark.
3. "The Sign of Triumph," by S. Stevens. Copp. Clark.
4. "The Purple Parasol," by G. B. McCutcheon. Musson.
5. "The Masquerader," by K. C. Thurston. Harpers.
6. "The Hound from the North," by R. Cullum. Copp, Clark.

GUELPH.

1. "Rose of the World." by Agnes and Egerton Castle. Copp, Clark.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Queen's Quair," by M. Hewlett. Morang.
4. "The Vagabond."
5. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
6. "Mid the Thick Arrows," by Max Pemberton. Copp, Clark.

HAMILTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "Rose of the World," by A. and E. Castle. Copp, Clark.
4. "Sandy," by A. H. Rice. Briggs.
5. "Stingaree," by E. W. Hornung. Copp, Clark.
6. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

KINGSTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Ravanels," by H. Dickson. Langton & Hall.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Quakeress."
6. "Dr. Luke of the Labrador," by Norman Duncan. Revell.

MONCTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
4. "The Voyageur," by W. H. Drummond. Briggs.
5. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
6. "Rose of the World," by A. and E. Castle. Copp, Clark.

OTTAWA.

1. "Pam," by B. Von Hutten. Musson.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "The Plum Tree," by D. G. Phillips. McLeod & Allen.

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1. "Marcelle," by Hampden Burnham. Briggs.
2. "Justin Wingate," by J. H. Whitson. Langton & Hall.
3. "The Prize to the Hardy," by Alice Winter. McLeod & Allen.
4. "The Ravanels," by H. Dickson. Langton & Hall.
5. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
6. "The Purple Parasol," by G. B. McCutcheon. Musson.

ST. CATHARINES.

1. "The Masquerader," by K. C. Thurston. Poole.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "The Motor Pirate," by S. Paternoster. Langton.
4. "A Japanese Romance," by C. Holland. Copp, Clark.
5. "My Lady Clancarty," by I. Taylor. Musson.
6. "Rose of the World," by A. and E. Castle. Copp, Clark.

SARNIA.

1. "Duncan Polite," by Marian Keith. Westminster.
2. "The Voyageur," by W. H. Drummond. Briggs.
3. "Maid Margaret," by S. R. Crockett. Copp, Clark.
4. "In the Brooding Wild," by R. Cullum. Copp, Clark.
5. "The Master Mummer," by E. P. Oppenheimer. Copp, Clark.
6. "Return" by Alice MacGowan. Copp, Clark.

TORONTO.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "Rose of the World," by A. and E. Castle. Copp, Clark.
3. "Nancy Stair," by Elinor M. Lane. Poole.
4. "Divine Fire," by May Sinclair.
5. "The Challoners," by E. F. Benson.
6. "Will Warburton,"

WINNIPEG.

1. "Pam," by B. Van Hutten. Musson.
2. "Rose of the World," by A. and E. Castle. Copp, Clark.
3. "Vigorous Daunt."
4. "The Great Mogul," by Louis Tracy. McLeod & Allen.
5. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
6. "The Pit," by Frank Norris. Morang.

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4. "The Voyageur," by W. H. Drummond	28
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6. "Pam," by Von Hutten	20

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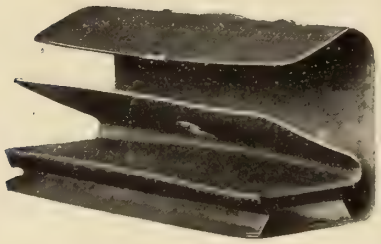
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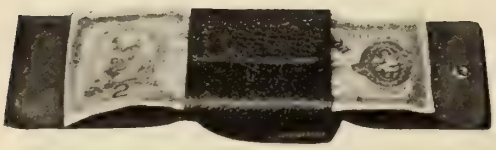
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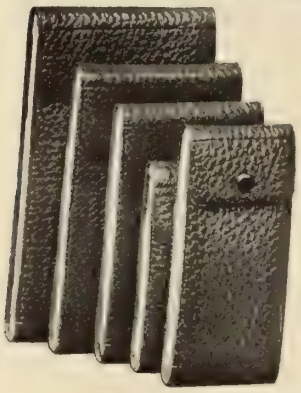
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This is the new

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Best for school and home use. Second only to **OUR BLUE-BLACK WRITING FLUID** for office use.

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THE COLONIAL INK CO., LIMITED

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The Game That Will Live Forever

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Nothing like it anywhere. Every year the sale increases, the trade grows more confident.

We make **PARCHEESI** in three styles:—No. 1, $2.00 per doz.; No. 2, $3.60 per doz.; No. 3, $6.00 per doz.

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The game season is at hand, so to order Parcheesi **now** is wisdom.

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NOT IN ANY COMBINE

COMPARISON

NEVER INJURES THE REPUTATION
OF A GOOD ARTICLE—THAT'S WHY

THE

"Menzie Line"

Is So Popular To-Day

COMPARE IT WITH ANYTHING
ON THE MARKET, AND PROVE
FOR YOURSELF OUR CLAIMS

We Lead in { QUALITY
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PRIVATE XMAS CARD BLANKS

Including illuminated designs
of the coats of arms of

ONTARIO
QUEBEC
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NOVA SCOTIA

With several designs of the

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Retail prices from $10.00 to $45.00 per hundred.
Liberal Discount to the Trade.

We Are Stocking the Above Line and also our Clifton and Diamond series of Private Cards.
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23 Scott Street, - - TORONTO

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Waterman's Ideal Fountain Pen

Waterman's Ideal Fountain Pen is known the world over as the pen *par excellence* and the one by which all substitutes are measured.

The Spoon Feed is the reason why Waterman's Ideal Fountain Pen is the standard of the world.

It allows no accidental overflow, even to the last drop; every drop of ink flows evenly until the pen is empty.

It does not overflow when almost empty—the Spoon Feed prevents this.

Pens are made to suit every writer or may be had to match any steel pen made. The following gives some idea of the styles of pens carried, because, in addition to a wide line of regular points, such as fine, medium, coarse and stub in all sizes, long or short, there are points for every special purpose.

BOOKKEEPERS' pens are for fine work, small figuring and ledger use. These pens are well suited for card index work as well.

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SOCIETY EMBLEM pens. In addition to our regular line we are now making special 14kt gold mounted fountain pens, re-mounted with the emblems of different societies, orders and clubs, appropriate for presenting to Retiring Officers.

The Ideal Clip Cap is both a useful device and a neat and permanent ornament made of German silver that positively prevents Waterman's Ideal Fountain Pen from falling out of any pocket.

The price of the Ideal Clip attached to your pen cap is but 25c. It is like an investment in pen insurance.



"KOH-I-NOOR" PENCILS

The "KOH-I-NOOR" is the most perfect pencil made. The lead is compressed by a secret process, and it will last 3½ to 4 times as long as any other pencil supposed to correspond with it in grade and quality.

It was formerly distinguished by its bright yellow polish, but so many imitators have followed it, that the name and quality are really its only distinguishing features. It is possible by this process to make it as hard as 9 H and as soft as 6 B.

The following table shows how the grades compare with the old style of numbering. It illustrates, perhaps better than anything else, how much wider the "KOH-I-NOOR" range is than that of the ordinary pencil :

"KOH-I-NOOR" GRADING		OLD STYLE GRADING
6B	is just a little softer than	No. 1
5B	almost corresponds with	No. 1
4B	is just a little harder than	No. 1
3B	is just a little softer than	No. 2
2B	corresponds exactly with	No. 2
B	is just a little harder than	No. 2
HB	is just a little softer than	No. 3
F	corresponds exactly with	No. 3
H	is just a little harder than	No. 3
HH	is just a little softer than	No. 4
3H	corresponds exactly with	No. 4
4H	corresponds exactly with	No. 5
5H	is just a little harder than	No. 5
6H	is just a little softer than	No. 6
7H	is just a little harder than	No. 6
8H	is unusually hard	
9H	is the hardest lead pencil made	

Seventeen grades are shown in the above, and in each of these the lead is of the compressed variety ; even in the softest grades it will not blur, and yet the rubber will erase it without leaving any trace whatever.

The remarkable smoothness of the "KOH-I-NOOR" lead is what has made it the pencil of quality. Considering the lasting qualities of the lead, it is easily the cheapest pencil procurable.



Our representatives in Canada, Messrs. E. J. Kastner, J. N. Marley, H. H. Hebb, J. D. Sloan and A. T. McQueen, are now out soliciting orders and will likely call on you, OR WRITE FOR CATALOGS.

L. E. Waterman Company

of Canada, Limited

136 St. James St., - Montreal

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Put up in Fancy Holiday Boxes.

Assorted designs of cover paper on each style box. Assorted packs in each box unless otherwise specified. Trays holding packs are removable. Will make Congress Cards more popular as Holiday Gifts than ever before.

To be advertised in the leading magazines.

On sale by us to Dec. 31st, only.

Order through jobber.

The U. S. Playing Card Co.
Cincinnati, U. S. A.



No. 2—Two packs.



No. 3—Three packs.



No. 6—Six packs.

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Dealers should order at once the **New Books on Sports** from

Spalding's Athletic Library

American Encyclopædia of Sports

Edited by JAMES E. SULLIVAN



Spalding's Official Foot-Ball Guide for 1905

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Containing the newly revised

Official Playing Rules

Price 10 Cents



Spalding's Official Basketball Guide for 1905-6

Price, 10 Cents

CONTAINS THE OFFICIAL RULES for season of 1905-6, diagram of field of play, records of leading teams, how to score, suggestions for teams, rules for scientific basketball, pictures of all the leading teams, embracing over 1,200 players.

1905 Edition

HOW TO PLAY FOOT-BALL

By WALTER CAMP

Revised and up-to-date. Fully illustrated. Special articles—Training for Football, by Mike Murphy; Play of the Backs, by W. T. Reid, Jr., Harvard; How to Play Quarter-back, by John L. de Saulles, Yale; Defence, by William H. Lewis, Harvard; Signals, by Rockwell and Hogan, Yale team. Price, 10 cents.

Association Foot-Ball Guide

EDITED BY JEROME FLANNERY



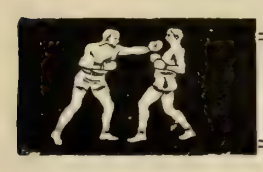
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Contains records of the important American golf events since their institution, and portraits of prominent players, and revised rules of the game. Price, 10 cents.



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Order all our Publications from the Branches of the American News Company.

Note to Dealers: When Ordering, Order by Number.

Retail, Price 10 Cents. — **Wholesale, Price 7 Cents.**

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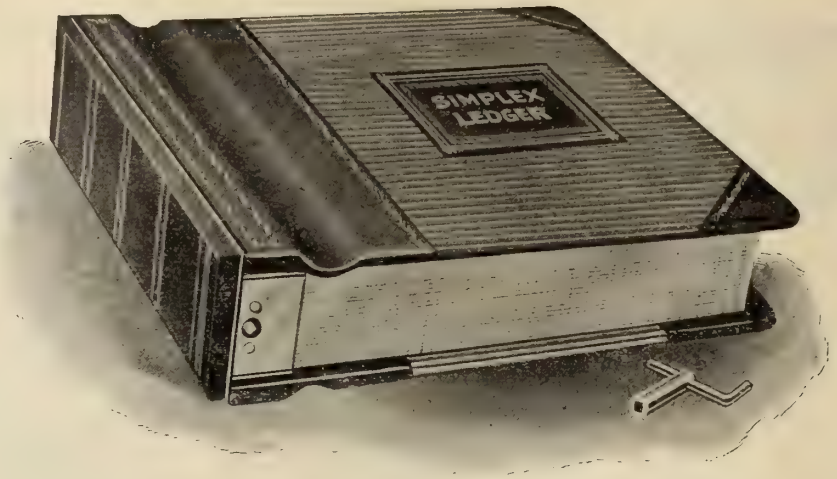
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We have added to our manufactures that of Loose Leaf Binders and sheets, and intend to sell these goods as we sell all our other goods, viz., through the trade.

If you are interested as you should be in this growing department of the BLANK BOOK BUSINESS write us for particulars.

Our wish is to assist you in securing some of this business which heretofore you have been losing.

Manufactured by W. J. GAGE & CO., Limited

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Factories—82-94 Spadina Ave.
Paper Mills—St. Catharines

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, OCTOBER, 1905. No. 10.

SOME EDITORIAL CONFIDENCES

OUR August number is still being talked about, and that in a most friendly fashion, all of which goes to prove that we did a good thing when we celebrated our coming of age by issuing such a number. It pleased the jobbing trade, it pleased our readers in the retail stores, and it was gratifying to us. Last month we were proud to quote the commendation of the leading book trade paper of the United States, the Publishers' Weekly. This month we are equally proud to print what the great English authority, the Publishers' Circular, of London, has to say about us. In a recent number that paper says :

"The August number of the Canadian Bookseller and Stationer is its 'coming of age number,' and certainly reflects great credit on the MacLean Publishing Company. It includes over 100 pages of matter and advertisements; accounts of Canadian publishing houses are given, with portraits of publishers and booksellers. It gives one the impression that the bookselling and stationery business is sharing in the general good trade which Canada has enjoyed for some years now. The fact that Canada is fast becoming the granary of the empire is full of promise for the continued prosperity of the country; last year even the United States had to import grain from Canada."

* * *

It is with pleasure that we present our readers with this Fall Announcement Number. Much time and trouble have been spent in gathering the information, in putting it into proper shape, and in printing it. We have gone to considerable expense in presenting an attractive number. For instance, the cover has been the outcome of much thought and money. It is, in our opinion, about the best thing in the way of a special cover design that we have yet secured, being most appropriate to the present number. Readers will find the contents of the number as complete and serviceable as it has been possible to make them. The lists of Fall books, with their accompanying descriptions, are all authoritative. Other departments of the paper have not suffered at the hands of the book department, but one and all will be found to be full of interest.

As soon as this number is off the press it is the intention of the publishers of Bookseller and Stationer to commence the publication of a Christmas Book List. Already circulars have been sent to the trade advising them of this list, and a good many orders for copies of it have come to hand. In a word, the list is intended for distribution by booksellers among their customers and prospective customers. It will consist of about forty-eight pages fully illustrated, with descriptions of all the leading Fall books. Booksellers' names will be inscribed on each copy of the list, when a sufficient number are ordered. The time for ordering will be extended until about a week from the publication of this number of Bookseller and Stationer, after which it will be impossible to accept orders. The moral obviously is to order at once.

* * *

Up to date the results of our advertising competition have been somewhat disappointing so far as the number of entries is concerned. But as there is still some time before the competition closes, viz., November 1, there is still a chance that a good many dealers will have a try for the prizes. Let us again urge our readers to submit their advertisements to us. There is every possibility that you will win a prize, as it is not as if hundreds of dealers were going to try. In reality, advertising by book and stationery dealers is in a very backward state in this country, and seriously needs quickening. That is our reason for inaugurating this competition.

* * *

On another page appears a display advertisement that merits attention from such of our readers as are in the habit of handling magazines. The MacLean Publishing Co. are adding another publication to their long list of trade newspapers, this time in the form of a magazine for business men, which they are calling The Business Magazine. The contents of the new periodical are of a light and readable character, insuring a wide popularity. The offer made to dealers in the advertisement referred to is a generous one, and should be taken up with alacrity.

MONTHLY REPORT FROM TRADE CENTRES

MONTREAL.

Office of Bookseller and Stationer,
232 McGill Street, Montreal.
Oct. 5, 1905.

SCHOOL business during September was all that could be desired, and the legitimate book stores fully held their own. Commendable efforts were made during last month and the first of this to further sales by means of special prices on collections of slow-selling lines. One store in particular reported marked success from this procedure, and the lines cleared were entirely satisfactory. Display and numerous price cards helped along the good work.

After the school book rush, when prices were fortunately well maintained, although the usual discounts and premiums were resorted to, window displays frequently changed called attention to the new arrivals in fiction.

* * *

"The Gambler," which is being extensively advertised, is the book of the month, and bids fair to rival in sales its predecessors by the same author.. "Rose o' the River" is the newest favorite by Kate Douglas Wiggin. "St. Cuthbert's," by Knowles, is much talked of among the new arrivals. It is a parish romance which is said to compare very favorable with the "Tales of Thrums." "The Coming of Billy," and "The Cherry Ribband" are two new titles on display. A good deal of interest is taken in "Self Propelled Vehicles," which is an interesting and thorough account of automobile history.

* * *

In religious lines "Bethlehem to Olivet," by J. R. Miller, is the newest arrival. "The Old Testament in Art" is also stocked. Local interest is well maintained in such titles as "Johnny Corteau" and "The Voyageur." "French Songs of Old Canada" is also seen.

* * *

Picture post cards continue booming, and new arrivals in the field sustain interest and arouse new enthusiasm. Extensive displays, both in window and interior, are made. G. E. F.

TORONTO.

Office of Bookseller and Stationer.
10 Front Street East, Toronto.
Oct. 13, 1905.

SEPTEMBER and the early part of October have been quiet months in the book trade. The new Fall offerings are beginning to be shown, but it is too early yet for much holiday business to have developed. Some good window displays have been noted. The department stores are beginning to bring forward 1906 annuals and cheap gift books.

* * *

Mr. William Tyrrell, of Wm. Tyrrell & Co., is still absent in the Old Country.

* * *

The book department of the W. A. Murray Co. made a good display of "The Gambler" on the day of publication, the new book taking up the entire window space. On another day "Nedra" and "Rose o' the River" divided the honors. The window devoted to books is to the right of the main entrance, and is consequently in full view of every shopper.

The T. Eaton Co. are selling the 1905 Chatterbox at 75c. in boards, and $1 in cloth. They are clearing a large number of the 1904 volume at 50c. Another feature of their book department at present is a sale of a paper edition of "The Prodigal Son," by Hall Caine, marked down to 25c.

* * *

Among the publishing houses all is activity. William Briggs has been extremely busy placing "Nedra" on the market. S. B. Gundy has had his hands full with "The Gambler," and The Copp, Clark Co. have been getting out five or six popular novels in quick succession, including Anthony Hope's "Servant of the Public," S. R. Crockett's "Cherry Ribband," etc. Morang & Co. have had their chief business with "Starvecrow Farm," by S. J. Weyman.

* * *

Considerable interest has been aroused in trade circles in Toronto in the formation of a new manufacturing stationery company in the city, for which letters of incorporation have recently been taken out. The prime mover in the matter is Mr. E. H. Harcourt, who has been for a great many years connected with The Copp, Clark Co., Limited, latterly as manager of the manufacturing department.

* * *

The new company will be known as the E. H. Harcourt Co., Limited, with a capital of $100,000, and the charter empowers them to carry on a printing, publishing, lithographing and manufacturing business. The provisional directors are E. H. Harcourt, Thomas Chapman, J. Seymour Corley, Joseph Price, and E. M. Harcourt.

* * *

J. P. McKenna always keeps the latest fiction to the fore in his window, and seems to have the new books in stock the moment they are published. The first copy of "The Reckoning," by R. W. Chambers, noticed in Toronto, was seen in his window. W. A. C.

WINNIPEG.

Office of Bookseller and Stationer,
Room 511 Union Bank Building, Winnipeg, Man.
Oct. 5, 1905.

SEPTEMBER business in Winnipeg book stores has been very large. A good part of it, however, was done at a very small profit. A discount of ten per cent. on all school supplies eliminated a good proportion of the legitimate profits. A local bookseller has suggested to Bookseller and Stationer the advisability of organizing in Winnipeg a Booksellers' and Stationers' Association for mutual protection against price cutting. Bookseller and Stationer would be glad to receive expressions of opinion from the trade.

* * *

Advance orders for Thomas Lawson's "Frenzied Finance" are numerous, and it is evident that the sales in Winnipeg will be large. "The Gambler," by Katherine Cecil Thurston, is probably the best selling book of the month. "Nedra" is a close second. The performance of "Ben Hur" at the Auditorium during September was responsible for some demand for the book.

* * *

The Carnegie Public Library is to be opened in a few days, and the John A. Hart Co. are very busy supplying the new books for which they have the contract.

F. R. M.

ANNOUNCEMENTS OF FALL BOOKS

THE COPP, CLARK CO., LIMITED.

PROFUSE is the best word to characterize the offerings of this old established publishing house for the present season. Not only in fiction, where they have always been strong, but in gift books, in presentation editions and in juveniles they present a remarkable variety. The following list includes all their own publications for Fall 1905:

Fiction.

A Servant of the Public, by Anthony Hope, is the story of the private life and personal emotions of a famous actress,—showing not only how she seemed to the world outside her profession, but also how that profession made her what she was and inevitably ordered her life and actions. The bright and compelling interest of Mr. Hope's dialogue is maintained throughout this new novel. (Cloth, $1.50.)

The Edge of Circumstance, by Edward Noble, is a modern sea story, being the romance of a new-fangled steam freighter, the Titan, owned by a firm in Cardiff. The Titan was a monstrosity and behaved in an outlandish way, to the agony of her captain and engineer, who were the only two permanent members of her crew. The book describes in detail the momentous third voyage of the Titan. (Cloth, $1.25.)

The King's Achievement, by R. H. Benson, is a story of the time of Henry VIII and introduces many well known personages, including the King himself, Sir Thomas More, Bishop Fisher of Rochester and Thomas Cromwell, who took so great a part in the suppression of the monasteries.

The Red Reaper, by J. A. Steuart, presents as its hero none other than the great Marquis of Montrose around whose career are grouped in dramatic sequence some of the most romantic and exciting events in all the history of chivalry. The story opens when the Marquis avows himself a supporter of royalty and proceeds to raise the clans. Many of the famous personages of the time are introduced. (Illustrated in three colors. Cloth, $1.50.)

The Grapple, by Grace MacGowan Cooke, author of "Return," is the story of a strike in the coal mines of Illinois, based on facts and giving both sides of the question of labor vs. capital. And it is, in addition, that most charming of all things, the love-story of people who have passed their early youth, yet whose devotion has but increased with adverse circumstances. (Cloth, $1.50.)

Jules of the Great Heart, by Lawrence Mott, is the story of a French Canadian trapper, a sort of modern Robin Hood, who is considered an outlaw by the Hudson's Bay Co., and is treated accordingly. He is forever plunging into adventure, now eluding the vengeance of a company official, now the fierce onset of a half-breed trapper and now battling with the fury of a winter storm. (Cloth, $1.50.)

White Fire, by John Oxenham, is the story of a great enthusiasm, which brought two glowing souls together in somewhat unconventional fashion and carried them across seas to the conquest of the Dark Islands. The romance of pioneer mission life in the South Seas is vividly portrayed. There is a tender and decidedly unconventional love story interwoven with the higher theme. (Illustrated, $1.50.)

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Illustration from "Rose of the River," by Kate D. Wiggin. (Wm. Briggs.)

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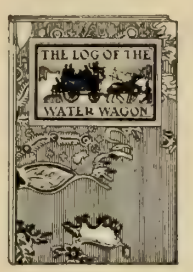
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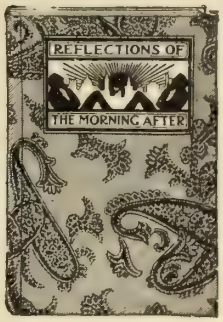
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There is still a brief opportunity for the booksellers of Eastern Canada to get a supply of this attractive business-bringing publication. For the next week we will keep our books open to receive orders. After that it will be impossible to supply copies because only enough will be printed to cover requirements.

The Christmas Book List is something entirely new. Hitherto some publishers have issued illustrated lists of their own books but there has been no list covering all the the best books of all the publishers. This is the kind of list that will pay booksellers to distribute among their customers.

The list is the bookseller's own property. No publisher's name appears in it.

The List is handsomely printed, profusely illustrated and is bound to be examined with interest.

For prices and further particulars, address,

BOOKSELLER AND STATIONER

232 McGill St., MONTREAL 10 Front St. East, TORONTO

BOOKS OF THE MONTH

American Book Plates. A guide to their study with examples, by Charles Dexter Allen. Profusely illustrated. New York: The Macmillan Co. Toronto: Morang & Co., Limited. Cloth, $2.50 net. A reprint of a valuable work which first saw the light ten years ago. To the student of book plates it commends itself as the first authoritative work on the subject in the United States. It is a very complete compendium, containing many lists and several bibliographies and the illustrations are numerous and highly interesting.

Boothby, Guy. "A Brighton Tragedy." George Bell & Sons., London. Cloth, 3s. 6d. The heroine of this story is the daughter of a Spanish nobleman who is transplanted to England from South America and placed in a young ladies' boarding school just at the moment when a terrible tragedy occurs. As the young lady is suffering from melancholia, suspicion rests upon her. Detective work is brought into play and the real criminals are discovered before any serious mischief befalls Catalina. The story is full of excitement.

Cobb, Benjamin F. "Business Philosophy." New York, N.Y.: Thos. Y. Crowell & Co. Cloth, $1.20 net. Every day business problems and perplexities are firmly grappled with and practical suggestions full of sound common sense are given. The book is of the sort business men need and like. Many important subjects connected with everyday buying and selling are discussed, such as credit collections, office management, letter writing, attention to details, advertising, etc. The proverbial trading stamps also have a chapter. This "Philosophy" will be truly interesting and instructive, both to employer and employe. One of the most sensible and helpful books in its line.

"The Diary of a Bride." New York: Thos. Y. Crowell & Co. Cloth, gilt top, $1.00. This volume, beautifully printed in bold type with decorated margins in pale tint upon cream colored paper, would make a dainty gift book. It is the real diary of a real woman, written in a real way. The identity of the author is not disclosed, but the genuineness of the document is unquestioned. Beginning with "the fateful seven letters, married," the bride describes her emotions, hopes, fears, joys, and sorrows, during the first year of her wedded life. It is full of feminine philosophy and agreeable humor. A splendid story of housekeeping and home making. It will find many friends among both sexes.

Gordon, George Stuart. "The Fronde." The Stanhope Essay, 1905. Oxford: B. H. Blackwell, 50 & 51 Broad street. Cloth, 2s. 6d net. A meretricious and sympathetic investigation into the origin, career and end of a remarkable oraganization in the history of France. The essay reveals a pleasing style, rich in picturesque expression and will well repay careful reading.

Huckel, Oliver. "The Melody of God's Love." Printed in two colors, 58 pages, 12mo. New York: Thos. Y. Crowell & Co. Cloth, 75c. net. A rendering in verse of the Twenty-Third Psalm, which is here divided into three strains or melodies. The poet approaches his subject in the three-fold attitude of poet, scholar and minister of the gospel, with the result that he has revealed many new beauties in the psalm.

Johnson, Burges. "Rhymes of Little Boys." 100 pages. New York: Thomas Y. Crowell & Co. Novelty gingham binding. $1.00 net. Postage 10 cents. The latest little volume of child verse to bid for popular favor has an apt title and comes in alluring dress. Mr. Johnson has preserved tho boyish flavor to an admirable degree. The verses impress one as being true to life, as well as pleasing on their own account. The bulk of them are in the small boy language; while others at the end of the book are addressed to boys.

Lohengrin. "Son of Parsifal," a mystical drama by Richard Wagner, freely translated in poetic narrative form by Oliver Huckel. New York: Thomas Y. Crowell & Co. Cloth, 75 cents net. The translator will be remembered for his rendering in English of "Parsifal." The story of Lohengrin is of the highest poetic value, possessing qualities no whit less dramatic than that of the Grail Knight.

Peloubet, Rev. F. N. "Select Notes: A Commentary on the International Sunday School Lessons." 384 pp. Cloth, $1.25. Cloth interleaved edition, $2.00. French morocco, limp, round corners, gilt, $2.00. Boston: W. A. Wilde Co. For the thirty-second year this admirable compendium makes its appearance and again a gradual improvement is to be noted. The subject matter for 1906 relates to the life of Christ, which is treated after the same thorough manner as has distinguished earlier volumes. Particular attention is centred upon the department of inductive studies on each lesson. The book is of value to every person interested in the Sunday School.

Portman, Lionel. "Hugh Rendall." A public school story published by Alston Rivers, Arundel street, London, Eng. One of the English reviewers writing of this book says "There have been good school stories since 'Tom Brown,' but this has what all the others have lacked. I really think this book of Mr. Portman's may be fairly compared with the greatest school story ever written." After perusal of the volume one is forced to agree with what this reviewer has written. The joys and sorrows of school life, the youthful escapades and their inevitable punishments, the feuds, the fights, the fun and frolic, and fag of school life are all realistically treated and woven into a stirring healthy narrative for boys. A second impression of the volume is now ready, and a "Colonial Edition" is also on the market.

Wells, Amos R. "Sunday School Problems.: A Book of Practical Plans for Sunday School Teachers and Officers." Boston: W. A. Wilde Co. 297 pp. Cloth, $1.00. As a writer on topics connected with the Sunday School, Amos R. Wells is well known. In this book he has collected the results of many years of observation, thought and practise. He discusses in the thirty-eight chapters of the book many of the problems which confront the Sunday School workers. Teachers that read this book will fall in love with their work at the same time that they learn how to do it in the best way.

MAGAZINE COUNTER

DO YOU SELL MAGAZINES?

HAVE readers of Bookseller and Stationer fully grasped the significance of the modern magazine? Do they understand just in what relation it stands to modern life? And if they do, are they acting up to their beliefs in their relations to the magazine?

These are questions which merit the careful attention of every reader of this paper, for they are of immediate consequence to his business. The new magazines which spring into existence every day have a significance. The improvements in the older magazines have a significance. The existence of news stands, pure and simple, have a significance. In fact, the whole field is full of suggestive circumstances.

First, let it be pointed out that the number of readers in the world is increasing rapidly. Educational facilities are such that it would be hard now to find an illiterate person. And the very fact that education is so universal means that a higher standard of culture must result and be brought to pass rapidly.

Second, modern conditions are such that the average man of affairs is so pressed with work that he wants his literary nutriment in small and convenient doses. The newspaper serves this purpose in a measure, but the magazine supplements it to a very large extent. Instruction and entertainment are combined to the highest degree in the latter.

Third, the number of new magazines that appear from month to month indicates a rapidly developing call for magazines. It is undoubtedly true that a greater number of people will read a greater number of magazines in November than in October, and so on. So far as can be estimated now, the limit is not in sight.

It would be possible to continue the enumeration of these significant facts, but it must be apparent to all how important the magazine business is becoming. To those who have not yet embarked upon it, let it be said that the field is a good one, and that if reliable magazines are handled fair profits will result.

SCRIBNER'S CAMPAIGN IN CANADA.

AN active campaign to secure Canadian business is being inaugurated by Scribner's Magazine. This long-established and highly reputable monthly magazine needs no introduction to the Canadian trade. It has been long and favorably known to a large number of readers, though it must be confessed that there are many people in Canada who have not yet been made acquainted with its good points.

The publishers intend to go about securing more patronage in this country in a straightforward and generous manner. They are addressing themselves to the booksellers and newsdealers, and are endeavoring to enlist their sympathies and assistance by offering liberal commissions.

It will pay newsdealers to make efforts to gain subscribers and to sell at retail Scribner's Magazine. Let them read over carefully the circular which has recently been addressed to them and give the proposition their best consideration. As the publishers are reliable in every respect their proposition can be unqualifiedly commended.

A NEW MAGAZINE.

THIS month the MacLean Publishing Co., of Toronto, are issuing the first number of a new publication, The Business Magazine. The new periodical in intend ed as a home magazine for the busy man and his family. It is filled with bright, readable matter, gleaned from the best publications of the world. In form it is convenient, and with a simple and attractive cover it should make an attractive appearance on any magazine counter.

The contents of the first number embrace a wide variety of subjects. There are articles on travel, on business men, on transportation, on science, on commerce, on subjects of interest to women. There is a capital story and an index to the best articles in the best magazines. Read the advertisement about this magazine to be found in another column.

AN INTERESTING BOOKLET.

CHARLES SCRIBNER'S SONS have issued a forty-eight page booklet, which they have entitled "A Brief Retrospect of Scribner's Magazine, January 1887 to July 1905." After a brief introduction the booklet goes on to enumerate some of the more important articles on various subjects that have appeared in the eighteen and a half years of the magazine's existence. There are seperal reproductions of groups of illustrations that add greatly to the interest of the book.

A NEW LITERARY RECORD.

A NEW literary record is made by the Canadian Magazine with its October issue. This number marks the completion of twenty-five volumes without a change in management, with only one change in its editor, and without a publishing skip of any kind. The record is unique in Canadian literary annals, except for the case of La Revue Canadienne of Montreal, which has been published without a break since 1880. This issue is also noteworthy in its range of contents. Benjamin Sulte writes of "The Beginnings of French-Canadian Literature," Professor MacMechan deals with "The Literature of Nova Scotia," and there is also an article on "The Women Writers of Canada." J. S. Willison, editor of the Toronto News, writes of "Journalism and Public Life in Canada" in his usual trenchant style. Robert Barr has some delightful predictions as to the future of Canada and Great Britain. There are illustrated articles on Nelson's victories and the inauguration of the new Provinces.

FEATURES OF CURRENT ISSUES.

Arena (November) contains "Possibilities of Government Railroad Control," "The Economic Struggle in Colorado," "The Bourneville Village Experiment," "The American Judicial System," "Guarded Representative Government," "Byron: A Study in Heredity," etc.

Interesting to Canadian Booksellers and Newsdealers

SCRIBNER'S MAGAZINE

1905-1906

Among the notable contributions to SCRIBNER'S MAGAZINE during the coming year are the following:

Theodore Roosevelt

contributes "A COLORADO BEAR HUNT" and "A WOLF HUNT IN OKLAHOMA."

Kate Douglas Wiggin

will contribute "PHILLIPA'S NERVOUS PROSTRATION," a charming love story of very unusual type.

Ernest Thompson Seton

will contribute papers on natural history.

Edith Wharton

will contribute several short stories.

Rudyard Kipling

will contribute a short story.

F. Hopkinson Smith

will contribute a serial novel entitled "THE TIDES OF BARNEGAT," commencing with the November number.

Richard Harding Davis

will contribute a characteristic story.

Mrs. Frances Hodgson Burnett will contribute a beautiful Christmas story in two parts.

SUBSCRIPTIONS to SCRIBNER'S MAGAZINE are renewed from year to year because its readers have found that the high literary and artistic standards set at the beginning have been maintained.

Year by year SCRIBNER'S MAGAZINE has increased its audience, and won an increasing amount of favor and respect wherever the English language is spoken.

Its pages in the past have contained contributions from the leading writers of the world; while the artistic features have represented the very best talent to be obtained.

The splendid success of the past is to be increased in the future along the same lines and under the same editorial management, and very valuable contributions from noted writers are to be published in 1906.

¶ **A complete, illustrated prospectus will be mailed free upon request.**

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IT is a magazine that every business man will appreciate. Consequently it should be easy to sell it to the business men—merchants, lawyers, agents, brokers, officials, and particularly to the young men and women clerks, apprentices, mechanics who hope some day to be successful business men.

Its sale affords the dealer a good clean profit. The published price is $2.00 per annum. We allow the dealer fifty cents, or a profit of thirty-three and one-third per cent.

It is not a dry and prosy publication. Read the first number and see for yourself what a bright and readable magazine it is. Everybody from the child to the old man will find something of interest in its pages.

It is not a flimsy publication, neither is it an inconveniently bulky publication. It strikes the happy medium, with pages of a readable size and enough of them to make up a good-sized magazine.

It is being backed by heavy advertising through the unrivalled channels possessed by THE MACLEAN PUBLISHING COMPANY. Consequently it is bound to be known from coast to coast, and it is bound to be asked for.

It is a unique publication. Nothing just like it has ever been attempted before. It combines in a happy union the class publication and the magazine. Because of its unique nature, it will be wanted everywhere.

WE WANT NEWSDEALERS ALL OVER CANADA TO TAKE UP THE BUSINESS MAGAZINE AND PUSH ITS SALE. IF YOU ARE INTERESTED WRITE US FOR SAMPLE COPIES AND MORE DETAILED TERMS.

The MacLean Publishing Company, Limited

Montreal Toronto Winnipeg

Atlantic (November) will contain "The Commercialization of Literature," "Immigration and the South," "How to Know the Fallacies," "Telephone Development in the United States," "The Country in November," and "Experiences of a Census Taker."

Book Monthly (October) contains "Personal and Particular," "Box and Others," "Wanted, a Novelist," "Stolen or Strayed?" "A London Letter," etc.

Bookman (October) contains "Byron," by J. W. Duff, with four full-page portraits; "Peter Rosegger," "The New Atlantis," "Prof. Ritchie's Philosophical Remains," "Boz," etc.

Cassell's (October) contains "Some Famous Stock Exchanges of the World," "Hallowed Ruins," "The Sentinels of the Port of London," "The Ship at Greenwich," "Miss Marie Hall," and several stories.

Chautauquan (October) contains "The Spirit of the Orient," "Some Modern Indian Idealists," "Library Shelf," "The Vesper Hour," "Survey of Civic Betterment," etc.

Century (November)). In this number will appear the first installment of Mrs. Humphry Ward's new novel, "Fenwick's Career." "Lincoln, the Lawyer," will be contributed by Frederick Trevor Hill. Other articles are "Miss Carl's Life at the Chinese Imperial Palace," "Saving California's Crops," "The Panama Canal," etc.

Chambers's Journal (October) contains "Sir W. Scott and one of His Reviewers," "Cement Making in Scotland," "The Empire's Work in Makran," "The Popularity of R. L. Stevenson," "The Effect of Trafalgar in Europe," "Cocoa in Trinidad," "The Greenstone of New Zealand," "Ruskin and Millais in Scotland."

Cosmopolitan (Christmas) will contain two fine Christmas stories by Booth Tarkington and George Hibbard. Edward Markham contributes an essay on "The Poetry of Jesus." There are many other stories and articles promised, and the illustrations will be numerous.

MacMillan's (October) contains "Sir Thomas Browne," "Nelson's Autograph," "Quack Doctors," "Pageants," "The Memoirs of a Minister of France," "The Great Land of Gold," etc.

Metropolitan (Christmas) will be published on November 15, and will contain "Holy Kairwan," by C. W. Furlong, a new Uncle Remus story by Joel Chandler Harris; "The Summons of the North," by Charles G. D. Roberts, drawings by Henry Hutt of Shakespeare's heroines, etc.

Pall Mall (November) will contain "The Secretary for India," "The Living Moon," "Lambton Castle," "The Romance of a French Artist," "Cape to Cairo by Telegraph," "A Day in a Chinese Compound," and a number of stories.

Pearson's (October) is a Special Nelson Centenary Number, with many articles and portraits. There are also several stories and one or two articles of interest

Scribner's (November) will contain President Roosevelt's second article on "A Wolf Hunt in Oklahoma," the beginning of F. Hopkins Smith's new serial, "The Tides of Barnegat," and a sheaf of clever stories. Mrs. Wharton's remarkable novel, "The House of Mirth," will be concluded.

Windsor (October) contains "The Art of Mr. G. H. Swinstead," "The Human Side of the German Emperor," "Woodcraft," "Concerning Literary Taste," "Curious Survival of Ancient Customs," "The Sponge-Fishing Industry," etc.

THE CARPENTER and BUILDER TECHNICAL SERIES

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NEW ADVERTISEMENTS.

Beagles, J., & Co., London, E.C.
Bell, Geo., & Sons, London, Eng.
Davidson Bros., London, E.C.
Finch, James, & Co., London, E.C.
Frowde, Henry, Toronto.
Gatchel & Manning, Philadelphia, Pa.
Hildesheimer, S., London, E.C.
Holzman, Alfred, Chicago,
Horle & Co, Ferd. Anthony, London, E.C.
Menzies & Co., Toronto.
Nelson, Thos., & Sons, Edinburgh Scotland.
Oliphant, Anderson & Ferrier, Edinburgh, Scotland.
Rochester News Co., Rochester, N.Y.
Rotary Photographic Co.; London, E.C.
Spalding, A. G., & Bro., Montreal.
Waterman, L. E., Co., Montreal.
Wilde, W. A., Co., Boston, Mass.

CHILDISH TAXATION.

TAXES imposed by one Province against the commercial travelers of other Provinces is national childishness. Canada is old enough and is certainly big enough to discard the swaddling clothes of provincialism in such matters.

The British constitution in which the British North American Provinces were wrapped at Confederation specifically declared that it was ultra vires for the Provinces to levy customs duties against each other's products.

In the strict letter of the law none of the Provinces have essayed to do this, but in spirit some of them are grievious transgressors.

We do not want provincialism in this country. We want nationalism. The Civil War killed provincialism in the United States. And we now want some powerful force to kill it in Canada. The Federal Government has the power but it lacks the inclination.

INVESTIGATE AT HOME.

LIFE insurance is very much in the lime-light just at present. The scandals in connection with the big United States companies have aroused public indignation. Uneasiness occupies the minds of policy holders, and stringent investigations are being called for.

How about our Canadian companies? Is all as it should be with them, or do they share in a measure the evils that have been brought to light in the United States?

Confidence in the management of life insurance companies is being severely shaken. Is it right that we should go on with our eyes closed and put a blind faith in things as they are? Prudence and common sense demand more. Merely as a safeguard, and without casting any reflections on the men who manage the life insurance companies, let there be a careful investigation. If all is found to be well, so much the better and so much stronger the position of the companies. But if there has been wrongdoing the sooner the public hears of it the better.

* * *

The progressive merchants keep in touch with the latest developments by reading a trade paper. The Bookseller and Stationer will keep you posted.

* * *

THE CRIME OF SUBSTITUTION.

THE personal influence of the retailer undoubtedly is a powerful factor in determining the taste or desire of the consumer. That this influence is often wrongly used is to be regretted from every honorable standpoint. The crime of substitution is altogether too flagrant an abuse. A most glaring example of this switching was recently enacted in the presence of a representative of Bookseller and Stationer, when a customer asked for a well-known brand of fountain pens and in return was given a liberal dose of the "just as good" talk. Evidently this retailer failed to recognize the evil he was assisting in. The sale was effected simply because the consumer believed she was getting something which she did not. That the public cannot be imposed upon indefinitely is too old a maxim to need repitition. The dealer who persists in such practices, while he may temporarily exact a higher profit, inevitably decreases his sales. Further, when the fact of substitution is discovered confidence in the dealer is destroyed and the entire trade of the customer may go elsewhere.

Business integrity and honesty are necessary assets for permanent success. That substitution is dishonorable and wrong will be admitted by every fair-minded dealer. Substitutes often are synonmous for depreciation in quality so as to place the imitation on the market at a lower price. Certain concerns there are who have this piratical habit of imitating the original with slight variations. Trade marks are imitated and business is done upon the reputation established by others through goods of merit judiciously advertised.

Such practices cannot be recklessly indulged in with-

out material check and public exposure. The trouble and expense of a lawsuit often prevents justice being obtained. Unfair competition of this sort is condemned by the courts and retailers should recognize clearly the risks they run in substitution.

* * *

Our advertising pages are news. Read them before doing your buying.

* * *

THE PROBLEM OF EXPANSION.

PROGRESS and expansion go hand in hand in the development of a retail store. There is a limit to the amount of business which any one store can do in a particular department. Particularly in the smaller towns the possibility of increasing business beyond a certain point is small, unless the range is widened. Here is where the real advance can be made. Merchants are just now beginning to realize what may be done by the addition of new departments.

The old idea of keeping strictly to stationery lines is passing away. Some few years ago the stationer sold stationery only, and never thought of going beyond this. Now the advantage of keeping allied lines, such as fancy goods, wall paper, etc., is becoming generally recognized.

Many reasons can be adduced to show that these lines can be run more advantageously by the stationer than as separate businesses. A merchant has a business established. He has a regular line of customers coming into his store continually, all of whom have been won by honest values and fair treatment. Why should he not get the benefit of these people's business in other lines? It would be just one form of capitalizing his business reputation and standing. The energy, organizing ability and business acumen, which have combined to bring about success in a limited field, might just as well be utilized in a wider sphere.

From a straight point of economy strong arguments can be brought forward in favor of the departmental idea. The running expenses, such as for rent, heat and light, are just the same. The management costs no more. The only additional expenses are for salespeople and the capital invested in the stock. Of these the former in negligible, for any of the departments mentioned can be run in close connection with the rest of the store and the number of clerks need be increased only when the business justifies it. Thus the profit which comes from these lines is so much to the good.

* * *

Prepare for the holiday trade in advance.

* * *

A TRADE BRINGING SCHEME.

AT points where there is a fair amount of tourist travel, it will pay the dealer to adopt the following scheme. Procure a small wall cabinet, with movable back and glass front, about four inches deep, which can be suspended by means of rings and hooks to any wall. Cover the back with some bright-colored material and on it arrange a display of view cards, souvenir books, packs of playing cards and such other small articles of a local interest which would be likely to attract the attention of visitors. On a card in the centre of the case, direct the reader to come to your store, see your goods and make purchases. The cabinet should be hung up in the corridor of the local hotel, or in the waiting-room at the depot or wharf. It is a sure trade-bringer.

Nowadays the first idea the tourist has when he comes to a new town is to send home postcards with pictures of the place on them. He wants them first thing and he buys them from the first dealer to whom his attention is directed. What better idea than to have your samples and business card right at headquarters? Many a tourist lands in town at night after the stores are closed. He misses seeing your show window but he is sure to see your show case at the hotel and next morning he will hunt you up and make purchases. This is no idle, generalization but an established fact.

* * *

Travelers find it easier to sell goods that are advertised than those which are not.

* * *

ROUTE FOR TRADE JOURNALS.

ONE of our subscribers, whose store is in many ways the largest and best of its kind in the country, believes implicitly in the value of good trade journals as a permanent force in increasing the efficiency of his clerks. With this in view he insists that Bookseller and Stationer, as well as many other journals, shall be read regularly. To insure this a card is attached to each journal headed "Route for Trade Journals," and the names of the various clerks are placed at the left with a space opposite for their initials after they have read the paper. After the magazine has circulated throughout the staff it is returned to the private office for fyle. It is insisted that the magazine must not be kept longer than twenty-four hours; it also must be returned in good order, flat, clean, untorn, and unmarked.

This is an idea which has often been suggested, and its adoption is thoroughly recommended. The beneficial results can hardly be overestimated.

* * *

Change your advertising copy often if you want to get steady business.

* * *

FIGHT MAIL ORDERS.

FREE delivery to your nearest railway station on orders of $25 and over is the latest inducement offered by the leading mail-order concern in Canada. To offset this latest move booksellers should forcibly reiterate the numerous advantages accruing from having a book or news stand in their town. A store offers the advantages of selection and inspection, and this is well worth the increased cost which the store must ask. Sentiment is hardly ever forcible, but most fair-minded people clearly recognize the benefits derived from maintaining in their community such an indispensable institution.

THE ROTARY SERIES

2d. Post Cards.

Black and White Matt Cards.

Actors, Etc.
Actresses, Etc.
Actors and Actresses in their Motor Cars.
Actresses—Oblong Heads.
" Large Heads.
" Camile Clifford (Side Glance).
" Marie Studholme (Wave Series).
" Marie Studholme (Side Glance.)
Alphabetical Sets.
Animals.
Art Relief Series (Actresses) **3d.**
Authors and Poets.
Celebrities.
Celebrities in their Motor Cars.
Comic.
Cricketers.
Crowned Heads.
Fancy Series.
Figures and Landscape Series.
Golf Players.
Jockeys.
Judges and Counsel.
Landscapes, Views, Etc.
Ministers of Various Denominations
Motors and Motorists.
Musicians.
Painters.
Reutlinger Parisian Series.
Royalties.
Statesmen, Generals, Admirals, etc.
Tennis Players.
Theatrical Plays (Packets of 6, 1/-)
Vocalists.
Yachts, etc.
Christian Names Series.
Miscellaneous Greetings.

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Real Photographs

7,000 Assorted Designs, All Good Sellers.



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The Finest and Best Collection of Photographs in the Market.

BROWN GLOSSY POST CARDS

HAND-PAINTED SELL 3d. EACH

Song, Motto and Comic Post Cards

Photographs from Life Studies and Life Models, with Mottoes or Verses, Songs, Etc.

LISTS UPON APPLICATION.

2d. Post Cards.

Brown Glossy Cards.

Actors.
Actresses.
Alphabetical Set.
Authors and Poets.
Animals.
Birds.
Celebrities.
Celebrated Theatrical Sisters.
"Christian Name" Series.
Distinguished Theatrical Couples.
"Greetings from Towns" Series.
Landscapes.
Miscellaneous Greetings.
Ministers of Various Denominations
Musicians and Vocalists.
"Old Master" Series.
Royal Navy.
Royalties.
Song, Motto and Comic Cards—
Sacred Verse Cards.
Hunting Scenes.
Song Cards.
Sentimental.
Children.
Animals.
Landscapes.
Comic and Mirthful.
Loud Sayings and Nicknames.
Love and Sentiment.
"Bill Bailey" Quotations.
Black List and Comic.
Domestic and Sentimental.
Miscellaneous.
Statesmen, etc.
Sunbeam Series.
Triple Series.

PHOTOS—

Printed on Rotograph Platino-Bromide Paper.

Published by the . . . **The Rotary Photographic Co., Ltd.,**

Works: West Drayton, Middlesex. **12 New Union St., London, E.C.**

PICTURE POST CARDS

HOLIDAY LINES.

A RAPIDLY growing trade has necessitated larger premises for the Illustrated Post Card Co., 185 St. James street, Montreal, and they have removed to commodious offices at room 465, Temple Building, on the same floor as their former offices. Increased facilities are naturally obtained, and they are in a better position than formerly to fill all requirements.

Strictly holiday lines are now on the tapis, and their range leaves nothing to be desired. Christmas and New Year cards contain many exclusive novelties which need to be seen to be appreciated. 1906 designs are artistic in every way. A card to this firm will put one in touch with a traveler. Samples will be submitted.

Everything in the line of illustrated cards is shown, but particular attention is called to their name cards which are proving very popular. The extensive series of comics also deserve attention. Their leather cards and wooden ones are to be had in many new subjects. An interesting announcement is made that they are able to turn out any quantity af views, from 50 up, in a new glossy finish, at a reasonable price, on subjects submitted.



The Initial Series Shown by the Illustrated Post Card Co., Montreal.

CATERS TO WHOLESALE TRADE.

SPECIMENS of the various kinds of cards produced by Philip G. Hunt, 100 Deansgate, Manchester, England, indicate a perfection in execution that it will be difficult to equal. His local view cards are especially attractive. Where colors are employed the shading is very fine and soft.

Mr. Hunt is a printer and producer of post cards for the wholesale trade. He makes a special point of giving terms to the colonial export publishers, and will send samples and prices on application. He has a collection of many thousands of negatives, all up-to-date, of all parts of the United Kingdom, and he is prepared to send operators to any part of the world to take negatives.

HAVE YOU A STAND?

MANY dealers ask: Is the present post card craze likely to die out, like many other fads and fancies, or is the present large demand for these cards likely to continue? In answering this it might be well to take into consideration the history of the post card business abroad. "The craze," as some are wont to call it, commenced in Europe about 20 years ago, and shortly after, when it assumed very large proportions, many were of the opinion that it would die out like many other fads and soon become a thing of the past. Subsequent events have demonstrated their error. Instead of the sale diminishing, each year has shown a tremendous increase over the previous years, and the sale last year in all parts of the world has been the largest in the history of the post card business.

A peculiar feature about the post card business has been that so many dealers fail to provide themselves with suitable fixtures for the proper display of their cards. This, in spite of the fact that there are many very desirable fixtures for the purpose on the market. The most suitable fixture is a revolving stand which enables a large number of different kinds of cards to be shown at once and at the same time does not take up any counter space to speak of. Where the pockets or card holders are fixed and non-adjustable, cards of only

IN A NEW AND LARGER HOME

ROOM 465 TEMPLE BUILDING

we will be enabled to meet the increase in our trade satisfactorily.

A few of our new lines: French and English Xmas cards in abundant variety and all prices.

Name Cards—(as per illustration on page 451) in the most popular names. The immense sale has compelled us to open a plant of our own to meet the demand.

Price, $3.50 per 100.

SPECIAL ANNOUNCEMENT

We are now able to turn out any quantity of views, from 50 of a kind up, in very fine new glossy finish, at a very reasonable price. Kindly state quantity and number of subjects required.

Leather Cards still hold the boards, reduced to

$4.50 per 100.

TINSEL CARDS KEEP FIVE ARTISTS BUSY

A new line of Comics just published, 50 subjects at

$6.00 per 1,000

Post Card Racks of any kind from

$1.50 up.

Albums from 15c. up.

ILLUSTRATED POST CARD CO.

MONTREAL

No Dead Stock

AMONG THE

"THE J. B. & CO." Series.

: : : OF : : :

Post Cards and Post Card Albums

You should sample

Our Celebrated Penny Photo-Colour Cards

126 New Designs Beautiful English Actresses

Twopenny Silver-Print & Glossy Bromide Series
Real Cloth of Gold Series
Nelson Centenary Series

We have 5,000 designs Famous Actresses in Latest Characters, comprising:

NEW Hand Coloured Cards.
NEW Glossy Photo Cards. NEW Jewelled Cards.
NEW Novel Spangle Cards. NEW Photo-Colour Cards.
NEW Luminous Pearl Cards. NEW Bromide Cards
NEW Bas Relief Cards. NEW Crayon and Gold Cards.

THE MOST UP-TO-DATE AND LARGEST COLLECTION IN ENGLAND.

Royalty, Clerical, Theatrical, Musical,
Literary and Other Celebrities,
Fine New Selection of Actresses.

Special attention given to Export Orders.
Write for New Catalogue.

J. Beagles & Co.

Wholesale and Export Manufacturers and Publishers

9, 10 and 11 Little Britain, LONDON, E. C.

a certain size can be shown. As it is often found necessary to display cards of different shapes and sizes, some manufacturers of revolving post card display stands have constructed them so that the arms or holders can be adjusted to any size cards. One of the best stands of this description is manufactured by the Rochester News Co.

They call their stand the Paragon Post Card Revolving Display Stand, and they claim for it many exclusive features. The arms or holders are adjustable to take any size card, whether larger or smaller than the regulation size. The adjustment of these holders is so simple that the only tool required is a screwdriver or pocket knife. This is one of the few stands which will permit upright cards to be shown in their proper position, and it is claimed to be the only stand in which cards so shown do not droop forward. By a clever patented device cards are prevented from drooping, and it also permits each card to be shown complete without overlapping.

This stand is also supplied with an ornamental sign, embossed in many colors, lettering in gold, which sets the stand off very beautifully. Actual tests have demonstrated that these stands pay for themselves in a very short time by the increased sales of the cards, directly attributed to the use of the stand. The stands are supplied to dealers at a very moderate price, and no dealer handling cards can afford to be without one, especially as they are giving as a premium with each stand 1,000 comic cards (all new designs) published in many colors. As this offer may be withdrawn any day, dealers will do well to take advantage of it now.

CHRISTMAS AND NEW YEAR CARDS.

THE Rotary Photographic Co., Limited, of New Union street, E.C., London, Eng., have always been to the front with post card novelties, but they have certainly excelled themselves in the preparation of their series of Christmas and New Year cards for the coming season. A great increase in the use of post cards with seasonable greetings is sure to be witnessed this year, and with such tasty cards to choose from, who can wonder? The designs included in the Rotary series are most artistic, and the range thereof almost unlimited.

Very pretty indeed are the "Child" subjects, and appropriate, too, for surely Christmas is the children's season. The "Santa Claus" sets are also destined for a big run. The "Nativity" series is very beautiful in its conception, and the "Mountain Snow Scenes" occupy a high position in public favor. There are also "Fancys" with kitten and puppy models, and numerous other combinations, all artistic, attractive, and inviting.

THIRTEEN STYLES.

W. G. MACFARLANE, 72 Bay street, Toronto, reports a large number of inquiries for contract editions of post cards from customers' photos. Mr. MacFarlane offers a variety of seventeen different styles in these lines. A printed circular giving full particulars and quotations will be furnished to inquirers. These styles include half-tone, luxotype, embossed, collotype, hand-colored collotype, chromotype, autochrome, naturotype, naturochrome, silver print imitation, moonlight, real photo and tinselled cards.

A very great variety of lines of fancy and comic cards are now being carried. This firm is making up $2, $5, and $10 assortments, covering all these lines. Or-



YOU SHOULD USE OUR 4 COLOR PLATES FOR PRINTING SOUVENIR POSTALS.

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards. Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.

8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

Send for Free Sample

Of Comic Tag Postals

. . . $2 a 100, retail 5c. each

Large variety, good sellers, 25% off in 1,000 lots. Comic Cards, $3 1,000 up. Canada, $4 1,000 up. Assortments of other kinds. Try a $5 or $10 lot—very profitable. 100 different cards, $1; 200, $2; 300, $3; 400, $4; 500, $5—all different. Can't be beat.

SPECIALS

Manilla Envelopes, 7 and 8—50c. 1,000; White, good quality, 70c. 1,000, in 5,000 lots up. These are 2nds, and excelient value. Visiting cards. Gents, 60c. 1,000 postpaid.

W. R. ADAMS, 401 Yonge, Toronto.

W. G. MACFARLANE

72 BAY STREET, TORONTO.

PICTURE POST CARDS. SOUVENIR VIEW BOOKS

BURNT LEATHER NOVELTIES, ETC.

A good proposition for dealers in the small towns:

500 Souvenir Books and 6,000 Local View Post Cards for $110 00

At 25c. each the 500 books will sell for 125 00

At 2 1-2c. each 6,000 post cards will sell for... 150 00

Total $275 00

Cost 110 00

Profit $165 00

Write for full particulars about this offer.

Send for a $2.00 or $5.00 assortment of our stock line of View, Fancy and Comic cards. A great variety of lines.

Write for particulars of our Rack proposition.

SAY! IT'S AWFUL

the number of Souvenir Cards we're selling. We have just published

A New Original Line of Comics

You cannot do without them if you are at all up-to-date. Send for samples.

G. A. WEESE & SON, 44 Yonge St., Toronto

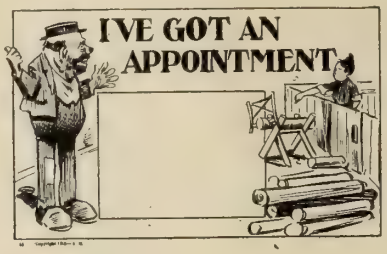
ders will be filled for these assortments, and if any of the cards shipped in these assortments are not satisfactory they can be returned and dealers will receive credit for the same.

An excellent rack proposition is now offered to the trade by Mr. MacFarlane. Inquiries are solicited as to particulars of this proposition. There will be a large Christmas sale for post cards, and dealers would do well to place their orders early.

HARD TO BEAT.

FOR an all around funny line of comic post cards, the Holzman line, published by Alfred Holzman, 342 Dearborn street, Chicago, is hard to beat. Not only has Mr. Holzman brought out a vast array of copyrighted designs of his own, but he also carries an enormous stock of the most popular sellers in the country.

A fine feature of the Holzman line is that it has been arranged in carefully selected assortments, each displayed on a revolving stand, or silent salesman. This assortment contains 1,000 cards, and embraces 50 differ-



ent designs. The stand displays about 50 card faces, so that the purchaser may make his own selections.

The stand is substantially made, with heavy metal base, and can be placed upon the counter in a conspicuous place, and adds a handsome profit to the daily business.

The stand and the 1,000 cards will be furnished for $10. The cards sell at two for five cents everywhere.

DEVOTING ATTENTION TO CANADA.

AN introductory advertisement of Hildesheimers' art goods appears in this issue of Bookseller and Stationer, and it is pleasant to learn that this firm is devoting increased attention to the Canadian trade. A walk through their sample rooms convinces the visitor at once of the large range of decorative objects for which this firm is responsible. In picture mouldings a large and steadily increasing trade is being done, and new and attractive screens, overmantles, wall brackets, with reproductions of famous pictures introduced as decorative panels, are proving a most popular line.

At the present time, however, while the post card trade is going so strong, Hildesheimer & Co. are turning out tremendous quantities of cards, both in their "Rembrandt" process, which produces fine sepia effect, and also in color litho. While the "Rembrandt" goods are all produced in England, many of the litho cards are done abroad in the country whose scenes they represent. English litho artists cannot do full justice to Italian, Spanish or Oriental colorings, and on this account Messrs. Kildesheimer & Co. send their own artists abroad to paint famous scenes, and in order to have these correctly reproduced in every detail arrangements are carried out to have them lithographed in that country, so as to secure the true atmosphere of the picture.

There's many an "If"

in business,——

———but there's one particular "If" between you and us that we want to cut right out. That's the "if" about your seeing our lines of

CALENDARS
CHRISTMAS CARDS
AND
PICTURE POST CARDS

Our agents in Canada are showing our samples just as fast as they know how, and from the way things are moving, we can tell they are seeing most everyone——but there may be a man here and there who hasn't been called on, so "if" you are still one of the uncalled, just do us a favor by sending us your name. We'll find some way of getting in touch with you. It's worth our while to take more than a little trouble, 'cause we know you'll buy, when once you see what we've got.

This is a record reason with us. Things never went better, and it's all because

WE HAVE THE GOODS.

DAVIDSON BROTHERS

Canadian Agents :
The Copp, Clark Co., Limited,
Toronto

Basterfield St. E.C.,
LONDON, ENG.

S. Hildesheimer & Co., LIMITED

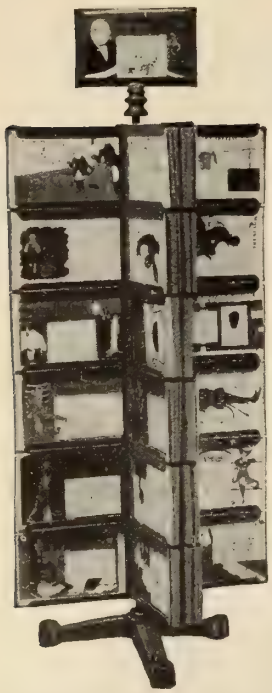
London and Manchester

Fine Art Publishers, Advertising Novelties, Pictorial Post Cards, Christmas, New Year and Birthday Cards.

The Largest and Most Artistic Selection of Copyright Pictures and Picture Post Cards in England.

Illustrated Lists on Application.

SPECIAL QUOTATIONS FOR CANADIAN HOUSES



This Stand is Made of Solid Metal
HOLDS 2,000 CARDS and DISPLAYS 50
The Best Revolving Stand Made

1,000 FUNNY
(Very Funny)
POST CARDS
AND THIS
METAL REVOLVING STAND
for **$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, ***beautifully executed in three colors,*** that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 5c.

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

342 DEARBORN STREET, CHICAGO, Ill.

Publisher of Post Cards that Sell

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P.O. Box 334, OTTAWA, ONT.

This is the one reason why Hildesheimer's range of post cards is considered so valuable, for the scenes they reproduce are not only interesting as art studies but they remain of permanent interest. Celebrities are not overlooked in their series, but the company's facilities for doing landscape work are such that their chief energies are spent in that direction. The original paintings from which these post cards are made form a large gallery when hung, and one cannot fail to be impressed with the magnitude of the concern after a visit to the works and showrooms.

NELSON AND OTHER CARDS.

VISITS to the showrooms of J. Beagles & Co., post card publishers, in Little Britain, E.C., London, England, are always interesting, but more than usually so at the present time, just at the approach of the busy season. They have such a vast assortment of subjects and styles that enumeration is completely defied. On account of the Trafalgar Centenary a good lead is being made with a Nelson series of six photo cards that are of real historical interest. Scenes connected with the great naval battle are depicted, and a plan of the manoeuvres is also shown, giving the names of the principal battleships. One of the favorites in this set shows Lord Nelson in his cabin on the "Victory," with a copy of the famous prayer uttered on the eve of battle.

Besides this interesting set there is a new line of "crayon and gold" hand-colored celebrities that are in the penny list, although they have the appearance of 2d cards. The background of gold gives a wonderfully rich appearance to these cards.

A most charming line of French actresses, colored by hand, as well as tastefully decorated with tinsel and spangle, are in great demand for shipping trade, and there have been so many subjects recently added to the ordinary lines of post cards that there seems to be absolutely no finality.

A PHONOGRAPHIC POSTAL CARD.

THE latest thing in postals is one on which a phonographic message may be recorded by means of a special form of talking-machine, the message being reproduced in the sender's voice by the recipient, who uses a similar machine. This novelty has just been introduced in Paris, and, if it is as efficient as it is represented to be, it ought to be popular. Below appears a description contributed to La Nature (Paris) by Mr. Henri-Rene d'Allemange. He says :

"The phonopostal is an apparatus intended to record and afterward reproduce the human voice with the aid of a piece of cardboard of the size and shape of a postal card. The idea of replacing the wax-covered cylinder of the ordinary phonographs with a sheet of paper that may be sent like a letter had already been conceived by the great intellect of Jules Verne, who, pushing present inventions to their extreme limits, foresaw much that would one day be successfully realized. Nevertheless, Jules Verne was not the inventor, properly speaking, of dirigible balloons or submarines; he was endowed with a sort of second sight, and it was left for more practical minds to realize the dreams of the charming writer who was the delight of our younger days.

"The advantages of the phonopostal are many; in these days of extended tours there can be nothing more attractive than to put in one's automobile or in a corner of one's bag this apparatus, which takes up no more room than two or three boxes of letterpaper. By adding a few dozen cards prepared for use as records, we may, at each stopping place, send to those at home fresh and, as we may say, vibrant news of our journey. On the other hand, the explorer may also receive news from his family—not the limited news of the ordinary epistle, but news in which he may hear the soft voices of his children, and recognize the sweet prattle of babies yet too small to hold pen or pencil; and this charming sensation of freshness and remembrance may be renewed again and again, for one of the peculiarities of the phonocard is its power of indefinite use.

"Besides these evident advantages, the new invention may also be used to note down the songs and airs peculiar to the country through which one is traveling. A double souvenir may thus be obtained; for on the back of the phonocard may be pasted photographs intended to commemorate the most interesting views of the journey."

"The sounds are recorded in a spiral, beginning at the edge of the card and growing continually smaller until the last circle is barely as large as a 10-centime piece. The groove made is so hard that even the two postmarks are not able to destroy more than a syllable or two.

"On one card there may easily be inscribed 75 to 80 words, which is sufficient to give ample news. We should not forget that the phonocard merely aims at filling the same place as the illustrated post card.

"One of the most appreciable advantages of this new mode of communication is to assure the relative secrecy of the correspondence. Until it is so well known to the public that janitors feel obliged to provide themselves with the reproducing apparatus, the members of this honorable body will be deprived of the pleasure of reading the correspondence of tenants. We have almost a new cipher, easy of use and demanding neither preliminary study nor special knowledge.

PEACE.

JAPAN is in everybody's mind to-day and Japanese goods are sure to be more in demand than ever. To all photo dealers, etc., who are also selling pictorial post cards, mention should be made of the Cardinal series of pictorial post cards published by F. A. Horle & Co., of Cardinal House, 8 St. John's Lane, E.C., which include, besides English watering places, cathedrals, cats and dogs, etc., a very fine selection of real Japanese pictorial post cards, which are now selling better than ever.

Messrs. Horle also hold a very large stock of real Japanese serviettes, both flat and boxed, and all dealers before buying in their Winter stocks should write to the above firm for samples and prices, as they are good selling lines and just the thing for the coming festive season. Also, notice should be made of the post card albums of the above firm, which form one of the most acceptable Christmas presents of the day.

NOTES.

The Toronto News Co. have recently issued a handsome series of views in and around Toronto. These cards are beautifully colored and include several pretty park scenes.

Warwick Bros. & Rutter, Limited, show thirty different sets of Tuck's Christmas post cards, each set consisting of six cards. These offerings are all of an appropriate nature, and are all characterized by the excellence that marks Tuck's goods.

Winter Evening Games

TALLY CARDS

In a variety of Shapes and Colors.

LACE PAPER DOILIES and CAKE LACES

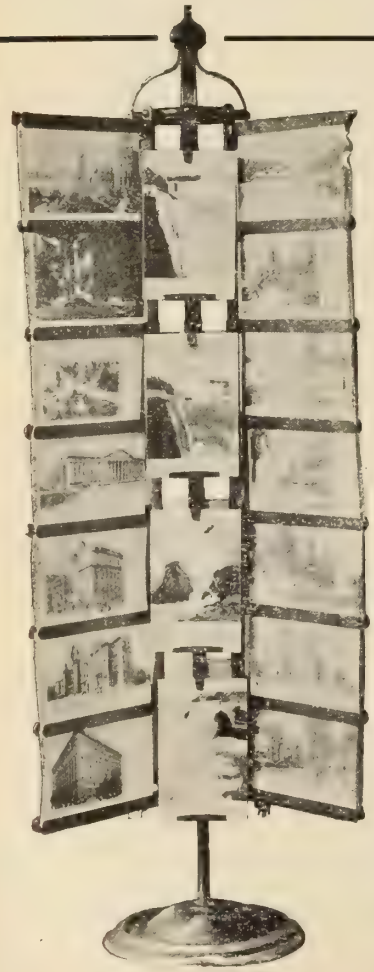
Square, Round and Octagon, Small and Large Sizes.

JAPANESE TABLE NAPKINS

A large variety of designs.

The COPP, CLARK CO., Limited

64 and 66 Front Street West, - TORONTO



FREE 1,000 FREE

of the Finest, Best and Most Attractive Comic Post Cards absolutely free. Over 100 different subjects, 59 of which, including 16 Valentine Post Cards, are just off the press.

If you have not yet taken advantage of this offer do so at once. It is an advertising proposition, pure and simple, and we want every dealer, whether handling Post Cards or not, to "get in the game" and take advantage of this proposition.

The price of our PARAGON REVOLVING DISPLAY STAND is $10. We desire our stand placed with the trade in the quickest manner possible, and as a special inducement, we will, for a limited time, give with each stand absolutely free, and without any further charge, 1,000 of the best Comic Cards you have ever seen.

We guarantee satisfaction.

Established dealers can order at our risk, and if not entirely satisfied the goods can be returned.

Compare the illustration of our stand with other stands offered. Our stand displays 72 different cards and has a total capacity of 1,500 cards, which is about double that of other stands. Note its superior design and general construction. There is no stand on the market to equal it at any price.

We would say to dealers who now have stands of our makes, do not permit that fact to deter you from taking advantage of this proposition. You can't afford to be without the best Post Card Display Stand on the market. Our offer enables you to add one of these stands to your store equipment at practically no expense.

ORDER NOW. We are the largest Post Card publishers in the world.

The Rochester News Company

19-27 Church Street, Rochester, N.Y., U.S.A.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

W. J. GAGE & CO. report that the trade are taking kindly to their new Silver series of pens. They are made from the finest steel and, being silver-coated, will not corrode, and will, therefore, outwear three ordinary steel pens. There are six numbers in the series, covering all the popular styles, and some of which are made with turned-up points. They are very attractively packed in gross boxes, and are sold at a uniform price, 50c. per gross. To introduce them, a very handsome nickel showcase, as shown herewith, is given free with each original order of 20 gross. Samples of these pens will be sent upon application.

* * *

W. J. Gage & Co. have recently added a large number of new designs to their series of writing tablets. Among these I noticed especially English Linen Fabric, made with cloth-finished paper in white and azure, to retail at 15c. in octavo size, and 25c. in quarto size. This is an extremely popular tablet, and the covers are embossed in red, blue and gold. They are also making an envelope to match this series in the Royal Wallet shape, which will retail at 10c. per package.

* * *

I saw displayed in the sample rooms of W. J. Gage & Co. many very attractive new writing tablets which they have just brought out for this season's trade. I note the following as being of particular merit : Celtic—linen paper, medium weight, octavo and quarto. Fleur de Lis—white wove paper, octavo and quarto. Welland—white wove paper, octavo and quarto. Clarita—white wove paper, octavo and quarto.

These pads have covers embossed in gold and colors, and are not only very dainty in appearance but are sold



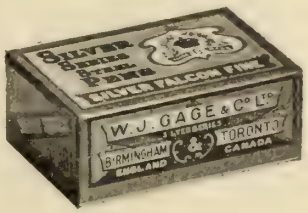
at prices which will give the dealers big profits when retailed at the usual prices of 10c. for octavo size, and 20c. for quarto size.

* * *

Let me refer again to W. J. Gage & Co.'s new lines of tablets by mentioning the elegant assortments of special covers they have just brought out to supply designs for large dealers, either jobbers or retailers, who wish to order quantities and have exclusive patterns of their own. This range of designs covers a large field, and dealers can have their pads made up with plain or embossed covers, and in any thickness to suit. This series will be of particular interest to dealers who wish designs of their own and who handle tablets in large quantities.

* * *

I was shown by W. J. Gage & Co. samples of the new Pinch Paper Fasteners. This is the best fastener made for filing purposes and for attaching first and



second sheets. They lie perfectly flat and occupy no room. This is an extremely neat and useful little article and will have a large sale. It is put up in boxes of 250 to retail at 25c., and is the cheapest fastener of the class that is made

* * *

A novelty that is selling fast is a decorated paper seal for envelopes. The designs are holly and Santa Claus heads, appropriate for the approaching holiday season.

* * *

The Hiawatha Linen is something new in notepaper. It comes in flat sheets with embossed edges, and can be folded to suit the purchaser. In a prettily decorated box, paper and envelopes sell at 15c.

* * *

A nice new box of notepaper and envelopes is the Wexford Weave, for which Warwick Bros. & Rutter, Limited, stand sponsors. This is a grey white linen, crash finish, with wallet-shaped regent-size envelopes. The boxes are of pretty design.

* * *

Warwick Bros. & Rutter, Limited, show a ten-cent package of playing cards called the Leader. These come in cases similar to the more expensive packs.

* * *

Several new papeteries have been placed on the market by Warwick Bros. & Rutter, Limited, which will come in useful for Christmas displays. The English Holly is an attractive box with a panel design of holly. It comes in two sizes, wallet regent and boudoir and the paper is the new repp finish. Three other pretty boxes are Purple Poppies, Mousseleine, and Vice-Regal.

* * *

The Students' and Eclipse Blank Drawing Books published by The Copp, Clark Co., Limited, were shown

to me on the monthly round. Both are extra select, the covers being choice and the books proper made up of cartridge drawing paper, suitably finished.

* * *

Typewriter paper is well represented at The Copp, Clark Co., Limited, sample rooms in such lines as Onion Skin, Blackstone, Union Bond, and Acme. These are made up in two sizes, cap and quarto, and Blackstone is to be hand in light and heavy weights.

* * *

In notebooks, The Copp, Clark Co., Limited, are making quite a display of two lines specially prepared for stenographers' use—Scribe Series Note Books, Reporters' Note Book. No. 2 and No. 3 of the Scribe Series, and No. 029 and No. 030 of the Reporters', seem to be the favorites.

* * *

Dealers will find profitable trade results from drawing the attention of teachers and others to the excellent water color box, No. 4050, manufactured by the American Crayon Co., and which has been taken up so rapidly because of its superiority. This box is one of quality, having been demonstrated to contain all necessary essentials for teaching the making of other colors from the three primary colors, viz., red, blue and yellow.

* * *

The Copp, Clark Co., Limited, show a new calendar pad for 1906, called the Gem. The principal feature of the pad is that, instead of tearing off the sheets from day to day, they are turned to one side, forming a reverse pad. The possessor of the pad can thus refer to any past day that he desires. The writing surface is always in front, and the stand does not have to be turned around or upsidedown to make notations on both sheets.

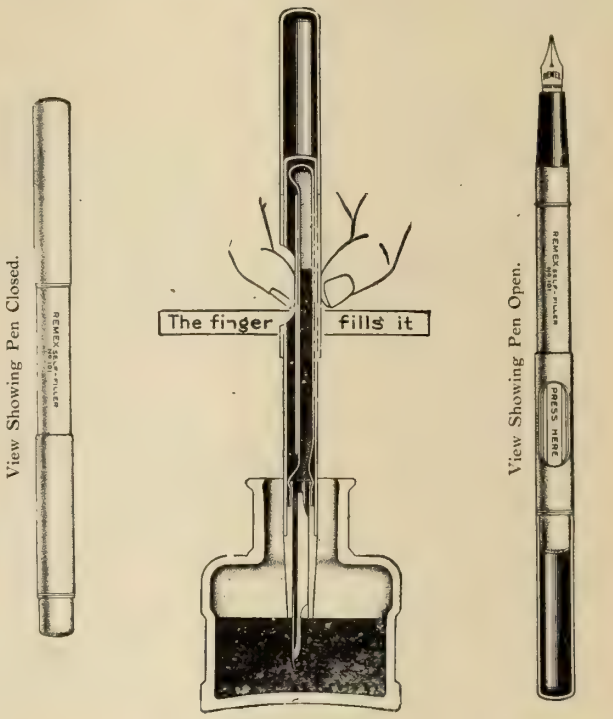
THE REMEX SELF-FILLING PEN.

THE L. E. Waterman Co. of Canada, Limited, secured patents on September the 12th, 1905, for a thoroughly new writing creation known as the Remex Self-Filling Pen, illustrations of which are given on this page. The pen is designed to retail at a popular price and early returns confirm a splendid demand for this handy new writing instrument.

This pen differs radically in appearance from any other self-filling fountain pen on the market inasmuch as the barrel is of light colored aluminum. The assembling of the parts is all done in Montreal, and this may well be said to be almost a Canadian product.

The point section is made of hard rubber with a feed that is absolutely reliable. This part of the pen, which is in many ways the most important part, is exactly similar to the ordinary Remex pens, excepting the 14 kt. gold pen, tipped with iridium, which is larger. It is made with fine, medium, coarse and stub points. The aluminum barrel permits of the insertion of a larger ink holding sack than would be possible with the use of any other material. The barrel also allows of the ready adjustment of a non-projecting revolving collar that is no obstruction in writing. The rubber sack is much larger than ordinary ones and, it is stated, will absorb and retain two and a half times as much ink. Rigidly attached to the side of the sack, and extending its full length, is a thin, stiff metal bar, which is exposed to view by turning the collar either to the right or left. A pressure of the finger on the sack excludes all air, so that when the pen is inserted into a bottle of ink a release of the pressure immediately fills the sack with ink. Nothing could be simpler. Press the bar, dip in the ink, release the pressure and the pen is filled.

The illustrations show clearly there is nothing to interfere with the freedom of writing and no danger of discharge in the pocket or elsewhere. It is in every way a simple mechanism. It is not claimed that this pen will last indefinitely because of the possible corrosion of the soft rubber sack. This defect, common in all such pens, has been guarded against in every possible way. A rubber sack of a special composition that neutralizes to some degree the effect of most ink acids has been selected. This sack is regarded as about three times as substantial as the average one. Full particulars, including prices and discounts, will be cheerfully furnished all retailers interested, by addressing this firm at 136 St James street, Montreal.



Sectional View.

THE BIOGRAPHICAL STEVENSON.

AMONG the notable publications of a season, which is devoid of many outstanding works, must be ranked an admirable new edition of the works of Robert Louis Stevenson. For this edition Charles Scribner's Sons are the sponsors, and they have performed their task well. The compact, well-printed and strongly-bound volumes of the set are a delight to the eye, and there is no lover of R.L.S. who will not welcome them as most convenient working texts.

The most important feature of the new edition is the series of introductions to the various volumes, written by Mrs. Stevenson. These narrate the circumstances under which each book was written and throw a new and more intimate light on the author's life and works.

The series will be sold singly or in sets, and there are two bindings. The cloth books sell at $1 net per volume, and the limp leather at $1.25 net. The latter are exceptionally beautiful books, with the title imprinted in gold.

THE DEMAND FOR

Kohi-I-Noor Pencils

and

Mephisto Copying Pencils

IS STEADILY INCREASING.

The revised prices to dealers published by the makers assure to the dealer a good profit, and every sale of these high-grade pencils is a source of satisfaction to all concerned.

Full stock carried, and prices quoted by the following Canadian jobbers :

The Brown Bros., Limited, - - -	Toronto
Copp, Clark Co., Limited, - - - -	"
McFarlane, Son & Hodgson, - - -	Montreal
L. E. Waterman Co., Limited, - - -	"
Consolidated Stationery Co., Limited, -	Winnipeg
Clark Bros. & Co., Limited, - - -	"

(*Continued from page 440.*)

is endeavoring to keep another new line out of a certain territory and all sorts of means are resorted to to accomplish this purpose. A charming love story is introduced, involving the niece of the president of the first line and the engineer of the second. (Cloth, 75 cents.)

The Best Policy, by Elliot Flower, is apparently a plea for life insurance, though the author may disavow any attempt to influence his readers. Suffice it to say the dozen stories which make up the volume are all based on the expediency of life insurance under all manner of circumstances. They are well told by one who has evidently had considerable experience of the workings of insurance companies.

The Social Secretary, by David Graham Phillips, introduces an extremely modern phenomenon, a young lady of good family who undertakes the task of bringing out into society in Washington the family of a western Senator. How she sets about her task and how she succeeds will be found in the pages of the book, which is most artistically gotten up.

The Queen's Page, by Cornelia Baker, will prove a rare treat for young readers with a love for the olden times. It is a story with a French setting, introducing several French children, who are as delightfully vivacious and curious as modern children. About all the stirring adventures they encounter this book tells. The authoress is a born story-teller and not only interests, but instructs her readers.

BOOKS OF AMERICAN PUBLISHERS NOT ISSUED IN CANADIAN EDITIONS.

A few good books are issued in the United States which do not appear in Canadian editions. These deserve some attention from booksellers as they include several novels by distinguished writers. For convenience, the publishers' names are given.

Little, Brown & Co., Boston.

The Rejuvenation of Aunt Mary, by Anne Warner, is a delicious story by the creator of "Susan Clegg," of "Aunt Mary" and her adventures in New York. A pretty love story runs through the book. "Aunt Mary's" magazine debut delighted thousands of readers, and the publication of the story in book form, with new chapters, and scenes, will increase her popularity. (Cloth, $1.50.)

The Divining Rod, by Francis N. Thorpe, is a strong, realistic story of the oil fields in their early days, dealing with the discovery, development and exploitation of oil. The lust for gain, unscrupulous methods to acquire wealth, the squeezing out of small concerns by larger ones by so-called "legitimate methods" form much of the pith and marrow of the story. The seamy side of the oil enterprise is laid bare in a manner to command interest from the start, and there is added a story of home life and family devotion which lightens up the sombreness of the picture of man's love of money. The story is filled with human interest, action, vigor, and fine character drawing. (Cloth, $1.50.)

The Ballingtons, by Frances Squire, is a story that treats a fresh and vital theme in two situations which finally become mutually involved. Two families are presented, in one of which the husband is the financial power, in the other, the wife. Both families originate in love marriages. The main interest centres in the spiritual awakening of Agnes Ballington, her struggle for the rights of the soul, and the steady involvement of other homes and other individuals in her story. The growth of a tragic climax of profound ethical and practical significance is worked out with daring logic, and its solution is bold and unmistakable. (Cloth, $1.50.)

Charles Scribner's Sons, New York.

Kipps, by H. J. Wells, is a unique kind of book. In fact, the reader is likely to ramsack his or her brain in vain for anything just like it. The hero is a fair sample of the youthful Englishman, born in low estate. He passes through a harmless boyhood and almost attains man's estate, when a sudden whiff of fortune brings him into the possession of an estate. The book is mainly a study of the influence of this change on his character. (Cloth, $1.50.)

The Mayor of Troy, by A. T. Quiller-Couch, has its scene laid in Cornwall. Never before has "Q" gathered together such a pleasant set of quaintly humorous characters. The town of Troy quite as much as Mayor Hyman is the hero of the story. (Cloth, $1.50.)

D. Appleton & Co., New York.

The Flute of Pan, by John Oliver Hobbes, presents a problem in which the destiny of the Queen of Siguria hangs on the thread of the love of a girl. The hero, in love with the Queen, who returns his love, is confronted with the problem, whether he can honestly ask her to abdicate for him. (Cloth, $1.50.)

The Reckoning, by Robert W. Chambers, is the fourth novel chronologically in Mr. Chambers' series concerning early American history, but the historical setting serves only as a background for one of the author's prettiest love stories. The time is that of the War of Independence, the hero is an American and the heroine a beautiful Canadian. (Cloth, $1.50.)

He and Hecuba, by the Baroness von Hutten, is the strongest novel that this author has ever written. It deals with the fascinations of a volatile Spanish woman and the pride and passions of a minister of the gospel. Two wonderful characters are Lord and Lady Yarrow, and there is a good little rector, Yarrow's uncle. (Cloth, $1.50.)

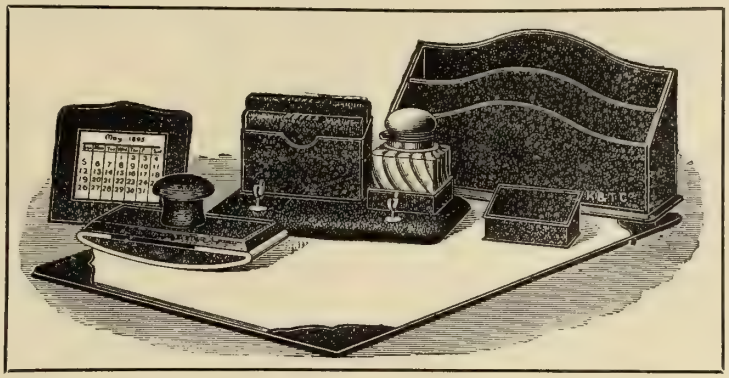
Harper and Brothers, New York.

The Traveling Thirds, by Gertrude Atherton, relates the adventures of a party of Americans, including a gentleman, his wife, two daughters and a niece, in Spain. The niece, who is the heroine, has quite a love affair which leads to a quarrel that ultimately separates the relatives. (Cloth, $1.50.)

Mrs. Raffles, by John Kendrick Bangs, amusingly parodies the adventures of the celebrated Raffles in narrating the burglaries in which, after Raffles' death, his widow is concerned. How Andrew Carnegie is induced to donate a library to Rafflehurst-by-the-Sea; how Mrs. Raffles obtains a munificent loan on the strength of a few steel bonds, and at last runs off with Mrs. Constant Scrappe's husband, make the most laughable narrative. It is all done in Mr. Bangs' best vein with many little

Fancy Leather Goods

New Leathers
New Shades
New Novelties



Write For Our Fancy Leather Goods Catalogue

KIGGINS & TOOKER CO.

P. O. Box 310 — 123-125 William Street, NEW YORK

PICTORIAL POST CARDS

produced from customers' originals for the Wholesale trade in best quality **Collotype, Plain, Hand Coloured, Machine Coloured, Type-chrome, Real Photo,** and other processes. Samples and prices will be sent post free. The best quality work at the lowest prices.

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SPECIAL EXPORT AND COLONIAL DEPARTMENT

Sole Agent for

GEBRUDER DEYHLE & WAGNER

PICTORIAL POST CARD PRINTERS

Annual Output Two Hundred Million Cards

The Kelk Sutcliffe Co.

Wholesale Fancy Goods and Druggists' Sundries

New Arrivals in Fancy Metal Goods

Unique range of Designs in the shape of

Ash Trays, Paper Weights, Pen Rests, Ink Wells, Pin Cushions, Artistic Mirrors, Fancy Figures and Thermometers

Dolls

An exclusive range of medium and higher priced Dolls, in which most lifelike representations are made—even the smallest details being brought out most perfectly in Dressed and Undressed Dolls, in Large, Medium and Small Dolls.

We also have a stock of

Dolls' Gloves, Dolls' Hosiery, Dolls' Footwear

to adorn these fascinating little ladies.

Perfumes

in Xmas Packets and for General Trade. Our turnover in this line has been very flattering. A sample range is convenient for you to glance through.

An almost complete range of General Goods and Xmas Novelties now in stock.

The Kelk Sutcliffe Co.

Successors to

F. and E. W. KELK.

76 YORK STREET, TORONTO

flings at the foibles of the fashionable world. (Cloth, $1.25.)

Frederick A. Stokes Co., New York.

The Black Spaniel, by Robert Hichens, is as unusual and original as the novels Mr. Hichens has given us previously. Aside from its compelling appeal against vivisection, the story has as its theme a most curious and realistic psychological motive, growing out of the cruel treatment of a little dog, that baffles the reader and, even against his will, holds his attention to the last page.

Houghton, Mifflin & Co., Boston.

The Green Shay, by George S. Wasson, is the story of a decadent "Down East" fishing community, told with a keen sense of humor and some delicious dialect by the author of "Cap'n Simeon's Store," which Mark Twain says is "full of the salt of the sea." With frontispiece by the author. (12mo, $1.50.)

The Coming of the Tide, by Margaret Sherwood, is a calm and yet powerful study of character and the influence of heredity. The setting is the New England coast in summer, introducing the sea shore colony and some of the old families of the neighborhood. The action is leisurely for the most part, but culminates in a powerful series of incidents. (Cloth, $1.50.)

Dodd, Mead & Co., New York.

Lonely O'Malley, by Arthur Stringer, is an entertaining story of the youthful adventures of a boy who was a strange mixture of savage and angel. It tells of his triumphs and his humiliations, his good deeds and his bad deeds, up to the heroic culmination at the last. (Cloth, $1.50.)

The Resurrection of Miss Guthia, by Florence Morse Kingsley, is a charming story filled with quaint humor. Into the tranquil life of this New England girl comes the doctor's decree that Miss Cynthia has only a year to live. What she did is the story and every page makes delightful reading. (Cloth, $1.50.)

The Man from Red Keg, by Eugene Thwing, proves a worthy successor to the author's previous work "The Red-Keggers." The scene is laid in the same country and the characters belong to the same type of Americans. It is a virile, wholesome story with a strong purpose. (Cloth, $1.50.)

NOTES.

As usual The Copp, Clark Co., Limited, have ready their three Christmas annuals, Quiver ($1.75), Little Folks (75c.), and Children's Treasury (25c.). This year they have added a new annual, Arts and Crafts, a volume dedicated to the studio, the workshop and the home. It is accompanied by portfolio of designs. ($3.)

* * *

Much interest is manifested among booklovers and book buyers in the special de luxe edition of the complete poems of Bliss Carman, in two volumes, just issued by L. C. Page & Co. Mr. Carman ranks high among the present day writers of verse, and is considered one of the most sympathetic interpreters of nature now living. This edition of his poems consists of only 350 copies, small folio, especially printed in red and black on handmade paper. Each copy will be numbered and signed by Mr. Carman, and subscribers will receive their copies in the order of their date of application.

WALL PAPER

WALL PAPER ADVERTISING.

A WESTERN house which devotes one department to wall paper does some exceedingly good advertising for it. The subjoined advertisement is a sample of what may be done in this line. A department which has to do with decoration must of necessity do considerable work in educating the public up to the right standards. The heading for this ad. was Wall Paper Ideas, and it read as follows :

A prominent lady once asked a famous artist with what he mixed his paints. "With brains, madam," is the reply that has gone down in history. And so it is in decorating the home. Merely pretty papers do not make a pleasing decoration. They are only the materials a master decorator uses to produce delightfully artistic and pleasing effects for the home.

This house has long been famous both for the superiority of its wall papers and the co-operation given customers in securing decorations that prove a lasting source of satisfaction.

THE WALL PAPER BUSINESS.

ADVANCE sales of wall paper for Spring, 1906, are heavy. Retailers anticipate a big season, as the prosperity of the present should ensure free buying on the part of the public next year. Besides the greater variety of patterns and the general excellence of the papers, which have been put out by the Canadian manufacturers this year, promise a big season. The public is being educated up to the use of more artistic effects and finer qualities, and this all tends to the general use of better papers.

The last few seasons have shown great advances in the general conceptions of wall decoration. Formerly the only idea was to get up a paper on the wall and ceiling and a border around the top. No consideration was given to the effect such a paper would have on the general style of furnishing in the room. Much less was the question of colors worked out in a scientific or artistic way.

Now the whole subject is treated in a rational way. A scheme of colors has been developed which rests for its basis on actual observations. It is found that a red colored paper has a cheering and exhilirating effect on the mind. It is warm in tone. Hence red has been generally adopted as the most suitable color for dining rooms.

Again, it has been shown that fantastic figures in the design prevent the mind from resting. So they are being excluded from sleeping rooms, and the simplest patterns are substituted for them.

WALL PAPER IMPORTS

IT is gratifying to note that the increase in the amount of wall papers imported from foreign countries during 1904-5 over those of 1903-4 is very small. Although the total amount of wall paper consumed during the past year has greatly increased over the consumption for the same length of time two years ago, the amount imported rose from $188,330 to $199,924, a very small amount, comparitively speaking. Even this increase is referable to the better quality of paper which is now being used by the Canadian buyer, for the total number of rolls has decreased from 2,553,701 in 1903-4 to 2,408,418 in 1904-5.



IF YOU HAVE NOT DONE SO

already, do not delay in sending in your order for a sample

Berliner Gram-o-phone

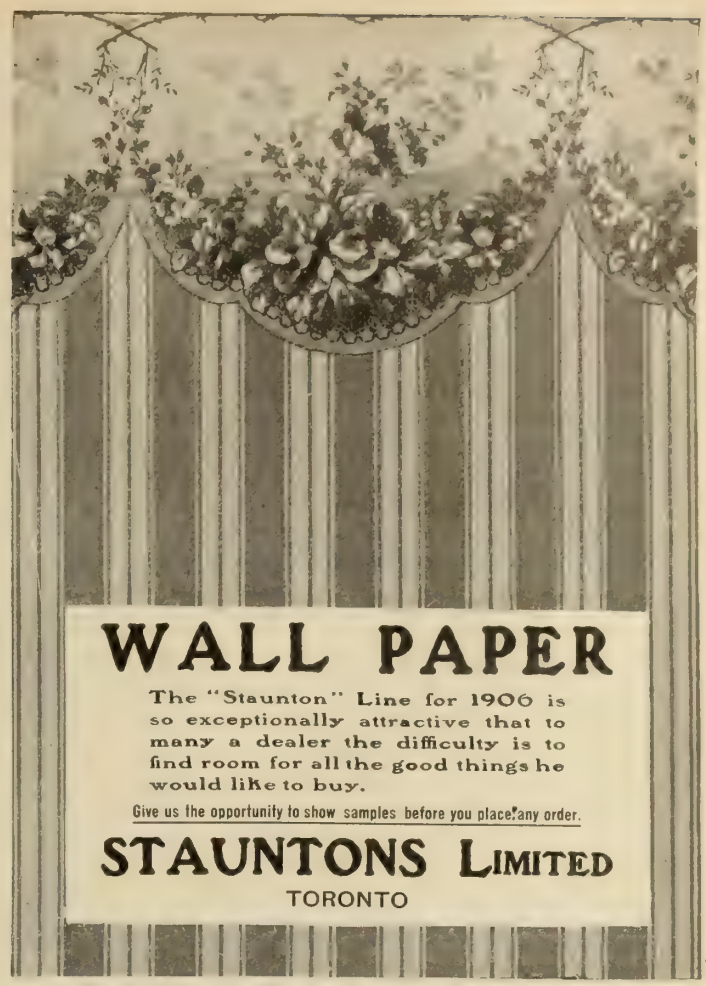
or

Victor Talking Machine

which will soon demonstrate to you the **regular** and **profitable** business you can build up in the Record trade alone. **WE** are convinced of the suitability of the Bookselling and Stationery Trades for handling our goods, for we have hundreds of satisfied customers amongst the trade. We want **YOU** to satisfy yourself that the claims we make are correct. Our October list of records includes some of the finest singers and bands in the world which will command a ready sale amongst all owners of talking machines.

Send for catalogue, dealers' discounts, and full particulars **NOW**, so that you may secure the **FULL** benefit of the Fall trade.

The Berliner Gram-o-phone Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.



WALL PAPER

The "Staunton" Line for 1906 is so exceptionally attractive that to many a dealer the difficulty is to find room for all the good things he would like to buy.

Give us the opportunity to show samples before you place any order.

STAUNTONS LIMITED
TORONTO

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

TRADE R MARK **C. F. RUMPP & SONS** Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
683 and 685 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

IT NEVER GROWS OLD, SO ORDER IT ANEW

You sold the game of

CROKINOLE

last season. Sell it this season. One dealer when sending in his order called **Crokinole** the "standby"; and true it is. We see no reason why you shouldn't get even a larger portion of the **Crokinole** trade. At $2.00 per dozen the game is **CHEAP.**

The Copp, Clark Co., Limited, Toronto

PERSONAL AND TRADE NOTES.

Osborne Brothers is the name of a new firm to be established at Calgary, Alta.

Mr. A. A. Reed, of The Copp, Clark Co., Limited, was in New York recently doing some buying for his firm.

Mr. George Warwick, of Warwick Bros. & Rutter, Limited, Toronto, has sailed for the Continent to make purchases of import fancy goods for Christmas, 1906.

Among the buyers of late Christmas novelties and Spring goods in New York and vicinity was Mr. N. A. Sinclair, of Warwick Bros. & Rutter, Limited, Toronto.

Bookseller and Stationer was represented at the recent stationers' convention at St. Louis by Mr. E. J. Dodd, who kept the paper well before the eyes of the delegates.

A recent and most welcome visitor at the Toronto office of Bookseller and Stationer was Miss Hattie Tweedie, of Moncton, who was in the city on her usual Fall buying expedition.

Mr. George Grey, who has been in charge of the printers' stock department at the Hamilton warehouse of Buntin, Gillies & Co., Limited, will in future make his home in Winnipeg, as resident agent for this company.

The business which has been conducted at Lethbridge, Alta., by Robert Sage, under the name of G. W. Robinson & Co., will in future be conducted by Mr. Sage under his own name. The change took place on October 1st.

Mr. A. T. McQueen has joined the staff of the L. E. Waterman Co. of Canada, Limited, as their Montreal representative. Mr. McQueen has had a thorough retail experience with William Foster Brown, St. Catherine street, Montreal.

Mr. F. D. Waterman, president of the L. E. Waterman Co. of Canada, Limited, spent a few days in Montreal last month, making definite arrangements for many new features. He returned to New York impressed with the efficient work of the manager, Mr. E. J. Kastner.

Professor George H. Locke has resigned from the staff of Chicago University to accept the management of the wholesale department of Ginn & Co., the Boston publishers. Professor Locke is a Canadian by birth, son of Rev. Mr. Locke, of the Toronto Conference, and is a graduate of Victoria University.

Mr. John R. Evans has resigned his position as treasurer of the Chas. H. Elliott Co., of Philadelphia, retaining his seat as director of the company. He has been succeeded by Mr. M. V. Sweney, who has been one of the leading members of the company's selling force, with a long and valuable experience.

Wilson & Lafleur have taken up the stock and goodwill of the late C. Theoret, the law book publisher of Montreal. The firm will deal in publications of jurisprudence and will keep up La Revue Legale, La Revue de Jurisprudence, and other periodicals, and will give particular attention to the choice of French, English and American legal works.

HEBB WITH WATERMAN'S.

THE eastern trade, particularly in Nova Scotia, will be much interested in the announcement that H. H. Hebb has joined the L. E. Waterman Co. of Canada, Limited, as their representative in that territory. Mr. Hebb, a native Haligonian, is well and favorably known as an enterprising salesman, and it is doubtful if there is a more popular traveler covering that territory. For many years he represented the Halifax firm of A. & W. McKinlay and gained valuable experience, as well as a thorough connection, with the trade. He is well capable of fulfilling the requirements of his customers, and his enthusiasm for his new line is unbounded. As his career in the business world has been marked by steady advances his connection with the Waterman people will be watched carefully. Judging from results since he joined them, September the first, there seems every reason to believe he will increase his success with his new responsibilities. Mr. Hebb will call upon the headquarters of his new firm in Montreal this month.

The writer, whose good fortune it is to know him personally, extends, with many others, congratulations and good wishes.

POSSIBLE CORNER IN CARDS.

(From the London Chroncile)

IT is to be hoped that in receiving the freedom of the Worshipful Company of Makers of Playing Cards Mr. Carnegie has no intention of making a corner in cards. A king did not disdain to do this once upon a time, for one of Charles I.'s many devices for making money was to buy up all the cards made by the company and to sell them again at a profit. As we know, however, that cards were sold in 1545 for twopence a pack, even the son of a Scotsman probably did not make much by creating a monopoly. James I. himself, by the way, characteristically denounced card playing in Scotland and indulged in it privately—a hypocritical attitude toward card playing which has had many followers.

It is difficult to say why card playing, though always popular at court, has always been denounced officially. Even the fact that Anne of Austria "played like a Queen, without passion of greed or gain," did not save it from disrepute. As early as 1165 a law was passed in England to forbid card playing, except at certain times and seasons, but Elizabeth, who lost her temper regularly over Primero, did her best to give the game a moral aspect by commanding the Master of the Revels "to show on St. Stephen's Day, at Wyndesore, a comodie or Morall devised on a game of the Cardes," which resulted in the performance by children of "Alexander and Campaspe," containing the charming lines:

"Cupid and my Campaspe played
At cards for kisses. Cupid paid."

A NEW EMBOSSING COMPANY.

DURING the past month a new firm has started in Toronto under the name of the Toronto Embossing Co. Their offices and works are situated at the corner of Gerrard and Sackville streets, in the same building as A. E. Long & Co., paper box manufacturers. The firm are composed of Messrs. A. E. Smith and E. W. Lapp, both lately connected with the Toronto Lithographing Co., and both experts in their special line of trade, which is the production of high-class embossed and inlaid show cards, signs, and hangers, also gold and silver stamped bevelled lettering. They also make a specialty of calendars, etc. They have, possibly, the best equipped plant in Canada in their line, consisting of one of John Haddon & Co.'s No. 1 Caxton platen presses, built in England; also an upright gold stamping press. Certainly the work they have produced so far proves their claim.

WATSON-FOSTER WALL PAPERS

Produce Results

ARTISTIC AND PROFITABLE



DOES IT NOT SEEM

REASONABLE

that Equipment, Experience and Organization such as ours SHOULD produce goods through which the dealer increases his trade and profits?

WOULD IT NOT BE WISE

to trust your Wall Paper future with its known advantages to us?

WE HAVE EVERYTHING YOU NEED

in greatest variety. The largest buyers in Canada confine themselves to us

BUT WE WANT YOU

OCT. '05

THE WATSON-FOSTER CO. LIMITED

MONTREAL

CANADA

THE TYPEWRITER OF THE FUTURE

BY general consent the typewriter is the greatest labor-saving invention of the age, and the most appreciated. It is in use everywhere, not excepting the offices of the very men who might be supposed to regard it with the least favor—the pen manufacturers. It has been hailed as a "boon and a blessing to men" more generally than the most famous of the articles made by the last-named gentlemen. But its very popularity has blinded us as to what, when pointed out, is a glaring defect in the principle of its construction. We should explain here that we refer to the typewriters of the ordinary kind—the kind with which the business men of the country are most familiar. There are, of course, quite a number of different makes of these machines, but while they vary in the details of their construction, they have one feature in common, in accommodating the paper, and typing, upon a cylindrical roller or, as it is technically termed, platen. The roller was the least happy idea of the inventor, as were he now alive he would be the first to admit. It severely limited the machine's field of usefulness in two ways. In the first place it required that the writing material should be flexible and thin. In the second place it ignored an important factor in printing, by making the flat surface of the types work upon its own convex surface. This made for illegibility, although with a rubber roller the defectiveness of the principle is generally only realized when the machine is called upon to make a number of carbon duplicates. But the most regrettable fact about the roller is that it did not enable the machine to perform the universal task of writing in books.

It was an extraordinary mischance that the roller principle should have been adopted in preference to the flat-surface principle, when the advantages of the latter were so obvious. But since we have grown accustomed to the one, it is less astonishing to learn that the superiority of the other is only just beginning to be recognized. The new-style typewriter had its origin (like one or two other things), in America, where in the few years it has been on the market, it has been enormously successful, one company alone—the Pennsylvania Railroad Co.—having 2,500 in use. It was introduced into England only a short time since, but has at once jumped into the first rank.

The new typewriter is made in two styles: one, known as the Elliott machine, for general office work; the other, known as the Fisher machine, specially designed for billing and order work, and for book-keeping generally.

The work the machine does is, at first sight, little short of marvellous. It will write a letter, make a loose carbon copy for vertical or flat filing, and also make a carbon copy in a letter-book—all at one writing. It will write an invoice, a copy of it in a book, a shipping receipt, and as many as ten auxiliary records, with the envelope, all in one operation. It will write on index or post cards, on the pages of bound books, or loose sheets, regardless of shape, size, or thickness, at top speed. It will write on mimeograph stencil sheets without bending, creasing, or breaking. In short, wherever the pen will write the new machines will typewrite. The key to their capacity has already been indicated—they have a flat stationary writing surface, and the printing mechanism moves over it. They do not wind the paper round a cylinder. The page of the book, the packet of forms, the letter paper, or whatever else has to be typed, is simply laid upon the hard, flat table of the machine, the frame carrying the writing mechanism is dropped down, and the writing begins, the mechanism traveling across and down the surface.

By reason of its much greater field of operation the flat-writing machine has an immense advantage over all the machines on the roller principle, and it is undoubtedly the typewriter of the future. Take order and invoice work for instance. In the ordinary way copying the particulars of one transaction involved at least several, and sometimes 20 distinct transcriptions. The capacity of the Elliott-Fisher machines for duplicating work is such that the whole of the copies can be obtained in one operation, and all possibility of error in transcription vanishes. The various forms, interleaved with carbon sheets, are typed as one document. Should it be necessary to omit certain particulars, say prices, name and address, special notes, etc., from some of the forms in the batch, this is easily done by using forms of various sizes or by using different sized carbons. Sets of forms are, of course, designed to meet the special requirements of the system in use in the particular office. One set, for example, provides for the writing in one operation of the invoice, acknowledgment of order, advice of traveler, analysis copy, the order, several departmental orders, consignment note, despatch receipt, and sales sheet entry. The packets of forms are holed and fastened over studs on the bed of the machine, perfect registration being thus secured.

In book-keeping on the loose sheet method, which it is interesting to note is becoming very popular in this country, the Elliott-Fisher machines are able to render valuable assistance. But it is hardly possible in a newspaper article to enumerate the many purposes for which they are of service. One may appreciate them best for manifold work, another for their wax-stencil cutting ability, another for the admirable and clean way in which they type a letter and a copy in the letter book. Some of the machines are made to carry rolls of paper and transverse rolls of carbon. In others the platen is fitted with a belt of carbon, enabling a folded sheet to be typed and copied in a minimum of time, one large drapery house using 60 machines so fitted. The actual typewriting mechanism of the Elliott-Fisher machine leaves nothing to be desired. It is fitted with a double-color ribbon, a change being effected by the movement of a switch. It has the "universal" key-board, and it is a "visible writer." Where the light is poor a small electric lamp is fitted to the machine, and this lights up automatically when the machine is in operation. The company have just introduced a machine corresponding in size to the ordinary standard typewriter, costing only a few shillings more than the latter, while anyone familiar with the ordinary machine can operate an "Elliott-Fisher" straight away.

The principle of a flat-writing surface and a moving writing mechanism permits of writing on any width of sheets, and one railway company actually writes six copies of a sheet three yards in width. In railway billing and way-billing the "Elliott-Fisher" machine is practically indispensable, and an enormous number of machines specially designed for this purpose are now in use in America. In Great Britain they are largely used by the London and North-Western, the Great Northern, Lancashire and Yorkshire, Great Western, and other railway companies; the Land Registry have 21 "Elliott-Fishers" in use, and the Savings Bank Department of the post office has been quick to see their advantages. The machines have also been installed at the Government houses at Hong Kong, Accra, and Singapore, by the Danish Government, by the Central South African

Railways Administration. Thirty thousand machines have been sold in America during the last six years, and although, as noted above, the machines have been in this country but a short time a very large number of the principal firms have already brought them into use.—Ex.

THIEF WANTED WATERMAN'S IDEAL.

FOLLOWING upon robberies at Chapman's bookstore, and J. H. Clyma's, a jeweler, both on St. Catherine street west, Montreal, where Waterman's Ideal Fountain Pens were taken, the climax was reached on Sunday morning, September the 24th, when the window of the L. E. Waterman Co. of Canada, Limited, 136 St. James street, Montreal, was broken into and a collection of the most valuable of their pens taken. Perhaps Peter Stephenson, the perpetrator of the theft, was influenced by their extensive general advertising, or may be the alluring charm of the attractive window display proved too strong a temptation. At any rate, he smashed the thick plate glass window with a stone and thrust his arm through the window, collecting hurriedly a number of pens, valued at about $60. The jagged edges of the opening severely cut his arm, and he bled profusely, scattering his blood over the tissue paper decorations furnished by the Dennison Mfg. Co. The crowds viewing the window on the days following kept Mr. E. J. Kastner, the manager, extremely busy.

Mr. Kastner as soon as he received word of the robbery at once notified the detective force, whose prompt work highly pleased him. Peter Stephenson was detected Monday afternoon trying to sell some Waterman pens which were at once identified as some of the stolen property. The pens were all returned. Stephenson was sentenced to a two years' term in the penitentiary on Thursday, September the 28th.

AN INTERESTING MEETING.

STATIONERS in the territory between Chicago and the Atlantic Coast are taking great interest in the Second Annual Office and Business System Show, which will be held in Madison Square Garden, New York City, October 28th to November 4th, under the management of Messrs. Cochrane & Payne.

The coming show, which exploits every device or apparatus that can be used to advantage in a modern business office, will be the largest of its kind yet held, surpassing in the number of exhibitors, novelties shown, and estimated attendance, the recent successful similar trade event held in Chicago, under the same management.

While the title of the show would indicate that it was mostly intended for typewriter manufacturers, desk and office furniture concerns, and other dealers whose products can be used exclusively in business offices, many of the wholesale stationers have found it a great medium for getting their goods directly before the public, as well as the retailers, and for this reason the stationery exhibits promise to be one of the distinctive features of the entire show.

Over 40,000 square feet of floor space have already been sold, and it is claimed that the coming New York show will be the medium for presenting to the public the largest and most diversified assortment of modern office necessities yet gathered.

From the inquiries and applications for tickets already received by the management and exhibitors, indications are that upwards of 200,000 business men from all parts of the continent will attend.

THE BOX OF QUALITY

No. 4050

SELLING FAST



SELLING FAST

Water Color Box, containing the fundamental colors necessary for producing other colors.

Excellent for use in schools and colleges.

Each box contains 4 cakes ; 2 mineral yellow, 1 ultramarine, 1 carmine, accompanied by 2 camel hair brushes and full instructions for combining these colors to produce other colors.

The colors in this box contain the essential features, (including removal qualities, when necessary,) required by teachers of painting.

A profitable line for Dealers to carry.

DRAW ATTENTION OF TEACHERS AND OTHERS IN YOUR DISTRICT TO THIS BOX.

25 Cents Per Box Retail

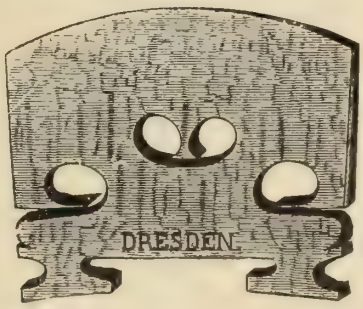
All Wholesale Houses Can Supply

THE AMERICAN CRAYON CO.,

Manufacturers

A. J. McCRAE, Representative, TORONTO.

EVER ASKED FOR



Drop us a card and we will give you particulars of our "Sundry Salesman," which is a neat case, containing a few violin strings, pegs, bridges, etc., to stand on your counter.

Our "New Catalogue" sent for the asking.

THE R.S. WILLIAMS & SONS CO. LIMITED.

TORONTO WINNIPEG

PLAYING CARDS—BRITISH INDIA.

IT is difficult to estimate the exact value of the playing cards imported into Calcutta, as they are generally classed by the customs in the category of games and toys; there is, however, an undoubtedly large trade in this article. The leading clubs buy an enormous quantity of packs of cards; these are almost exclusively of English make, although the Americans also enjoy a share of the trade. Among the natives the demand is principally for the cheaper playing cards, made in Austria and in Belgium. These two countries share between them the native trade. The business is done with a number of dealers in the Colootollah quarter of the town, and payment of consignments is for cash against documents. Although the Austrian article is much inferior to the Belgian, there is an enormous trade being done by the Austrian makers; this is chiefly due to low prices. Austrian cards sell at 8s. 9d the gross, whereas the price of the Belgian goods is at least 13s. The Austrians trade principally direct, whereas the Belgian makers do so through English export houses. Playing cards are packed for export to India in cases of 5, 10, or 20 gross.—Belgian Consular Report.

ALL-CANADIAN CARDS.

ANYTHING as artistic and clever in private greeting cards as the series of "All-Canadian" designs, manufactured by Savory and shown by Menzies & Co., Toronto, would be hard to find. There is a wide variety both in styles and sizes. The Canadian coat of arms, the Provincial coats, the maple leaf, crests, and initials, are used mainly for the designs, which are exquisitely embossed and tinted. To give any idea of the beauty of some of the colored embossing in mere words would be a difficult and all but impossible task. Suffice it to say that nothing quite as elaborate in this line has been shown here before. Prices at retail range from $15 to $45 per hundred.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CALGARY.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "The Call of the Wild," by C. G. D. Roberts. Copp, Clark.
4. "Black Rock," by Ralph Connor. Westminster.
5. "Mrs. Wiggs," by A. H. Rice. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

CHARLOTTETOWN.

1. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
2. "The Pit," by Frank Norris. Morang.
3. "The Great Mogul," by Louis Tracy. McLeod & Allen.
4. "A Race With Ruin," by Headon Hill.
5. "The Winged Helmet," by H. S. MacKaye. Copp, Clark.
6. "The Sign of Triumph," by S. Stevens. Copp, Clark.

COLLINGWOOD.

1. "Mid the Thick Arrows," by Max Pemberton. Copp, Clark.
2. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
3. "Roger Trewinion," by Joseph Hocking. Copp, Clark.
4. "Rose of the World." by Agnes and Egerton Castle. Copp, Clark.
5. "Maid Margaret," by S. R. Crockett. Copp, Clark.
6. "The Man of the Hour," by Octave Thanet. McLeod & Allen.

GUELPH.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Gambler," by K. C. Thurston. Revell.
4. "The Great Mogul," by Louis Tracy. McLeod & Allen.
5. "Rose of the World," by A. and E. Castle. Copp, Clark.
6. "The Garden of Allah," by Robert Hichens. Briggs.

KINGSTON.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The Voyageur," by W. H. Drummond. Briggs.
3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "The Ravanels," by H. Dickson. Langton & Hall.
5. "Maid Margaret," by S. R. Crockett. Copp, Clark.
6. "Sandy," by A. H. Rice. Briggs

MONCTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Voyageur," by W. H. Drummond. Briggs.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "The Harvest of the Sea," by Dillon Wallace. Revell.
6. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.

MONTREAL.

1. "The Gambler," by K. C. Thurston. Revell.
2. "Rose of the River," by K. D. Wiggin. Briggs.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "The Cherry Ribband," by S. R. Crockett. Copp, Clark.

OTTAWA.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Gambler," by K. C. Thurston. Revell.
3. "Pam," by B. Von Hutten. Musson.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Master Mummer," by E. P. Oppenheimer. Copp, Clark.

ST. JOHN.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Great Mogul," by Louis Tracy. McLeod & Allen.
4. "The Lightning Conductor," by Williamson. McLeod & Allen.
5. "The Voyageur," by W. H. Drummond. Briggs.
6. "Beverley of Graustark," by G. B. McCutcheon. McLeod & Allen.

TORONTO.

1. "The Gambler," by K. C. Thurston. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "A Servant of the Public," by Anthony Hope. Copp, Clark.
4. "Will Warburton,"
5. "Maid Margaret," by S. R. Crockett. Copp, Clark.
6. "My Friend the Chauffeur," by Williamson. Musson.

VANCOUVER.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Challoners," by E. F. Benson.
4. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
5. "Sandy," by A. H. Rice. Briggs.
6. "The Empire of the East.

VICTORIA.

1. "The Lightning Conductor," by Williamson. McLeod & Allen.
2. "The Princess Passes," by Williamson. McLeod & Allen.
3. "Pam," by B. Van Hutten. Musson.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

WINNIPEG.

1. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The Great Mogul," by Louis Tracy. McLeod & Allen.
4. "Maid Margaret," by S. R. Crockett. Copp, Clark.

CANADIAN SUMMARY.

	Points.
1. "The Gambler," by K. C. Thurston	67
2. "The Garden of Allah," by Robert Hichens	49
3. "The Great Mogul," by Tracy	35
4. "A Courier of Fortune," by A. W. Marchmont	32
5. "Maid Margaret," by S. R. Crockett	22
6. "Rose of the World," by A. and E. Castle	27



CARTER'S FOUNTAIN PEN FLUID

is superior to ordinary writing fluids for Fountain Pens. Made of the best materials, it is carefully filtered and put up in the most convenient and attractive bottles.

The twenty-five cent package, No. 242, with a new label and improved stopper and filler, is the most practical and best selling package on the market.

The No. 517, for travellers' use, is also a winner. It has a large bottle holding 2 oz. and a filler that takes up all the ink.



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No. 242. $3 00 list per doz. BOSTON - NEW YORK - CHICAGO - MONTREAL No. 517. $3.00 list per doz.

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The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

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DIANA PENCILS

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MONTREAL

As Full of Good Points as a Pin Cushion

The game of **HALMA**

is ever to the fore. We have been making the game for years—making it now in the same reliable way as in the past. If you have never sold **HALMA** you will find that it is worth your while to do so. **HALMA** is made in three styles ; No. 1, $1.20 per doz ; No. 2, $2.00 per doz ; No. 3, $3.60 per doz. (No. 3 has better boards and will, therefore, last a great deal longer.)

Halma should be sold in your store.

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WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

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Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA

Opposite Victoria Park and Cedar Ave. Private board $12 to $14 per week.

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"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

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Centrally located. Open all the year round.

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(CORNER OF MAIN AND LAMAHA STREETS, GEORGETOWN, DEMERARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN MCEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

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Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

FINANCE

REMARKABLE buoyancy has been exhibited in financial circles during the month. The enormous yield of wheat which has been successfully harvested in the west has had the effect of inspiring all parts of the country with optimism and hope. Mr. Byron E. Walker, general manager of the Canadian Bank of Commerce, returned from the new Provinces and Manitoba in September, and he expressed the views of a master of finance. Few people in the older Provinces, where conditions are more fixed, improvements well in hand, and future prospects able to be fairly calculated, can realize the load of obligations which are piled up in the west. Machinery, household effects, buildings, even provisions, are sold on credit. If a bad year or two or three bad years come the credit has to go on. In all these cases the banks have to carry and support the merchants. Besides this, great public works, which ever accompany the opening up of a new country, roads, bridges, railroads, public buildings, all these are heavy drains on the present resources and liens on the future prospects of the country.

It requires great faith in men of capital to take such a chance on the future. This year has justified their trust. When the present crop is sold there will be money enough to square accounts and still leave something to work on. The fat year, as Mr. Walker has said, has come; the year which has been looked forward to with admirable faith by the merchants whose very existence depended upon it, and by Canada at large, whose boasts had to be made good. Credit will be given again in increased amount; there will be bad years when money will be scarce, but the hope in the west has been justified and there will never more be a doubt as to the ultimate outcome.

* * *

One result of the present fine conditions in western agriculture is the strengthening of Canadian securities. Canadian Pacific Railway stock has advanced at a phenomenal rate. Other securities, too, have experienced the same strong influence. There is no part of the country which has not been benefited by the exceptional conditions of the present year. This will have far more influence in inducing immigrants to come to this country than any number of immigration agents. It is a noticeable and highly satisfactory fact that although the shipments of wheat have been many times as heavy as they were at a similar time last year, there has been no financial difficulties experienced. This is the result of the admirable system of branch banks which are peculiar to this country.

* * *

Canadian Government statistics issued by the Superintendent of Insurance show that during the past thirty-six years the business of fire assurance in the country has increased ten-fold—the total amount of premiums collected in Canada in the year 1869 being $1,785,539, while that of 1901 was $13,174,819 for the same purpose. Of this premium income only $2,688,703 was paid to Canadian companies, while $10,486,116 was paid to foreign companies. The total amount of fire assurance premiums collected in Canada during these thirty-six years amounted to the enormous sum of $201,580,555. Of this amount $156,600,789 was the amount of capital which left Canada in payment of premiums to foreign companies.



BARBER - ELLIS
CORRESPONDENCE PAPERS

A line of note papers and boxed papeteries that you will find have a ready demand. See that you have them in stock.

Old England Vellum *Crown Vellum* *French Organdie*
Old Parchment Vellum *King Edward* *Crash Linenette*

Write for samples

The Barber & Ellis Co., Limited

72 York St., Toronto Factory: Brantford, Ont.

BARBER - ELLIS

JOHN HEATH'S PENS

A good Pen is a good servant, and John Heath's Pens are made to serve!

ALWAYS READY AND ALWAYS WILLING.

They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card

and see which suits you best

London Agency: 8, St. Bride St., E.C.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

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GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office	Capital -	$1,500,000.00
Toronto,	Assets, over - -	3,300,000.00
Ont.	Annual Income -	3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

Incorporated 1833

FIRE AND MARINE.

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,043,678.59.
LOSSES PAID SINCE ORGANIZATION, $25,868,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life
ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

LEADING CANADIAN STORES

MONTREAL'S NEW AND MODERN STORE.

AN establishment of extreme interest to the stationery trade is that of Charles F. Dawson, 239-241 Notre Dame street west, Montreal, in the heart of the downtown business district. Through the courtesy of Mr. Dawson an exact exterior view and an interior drawing of the ground floor are presented. These views



Exterior View, Charles F. Dawson's Store, Montreal.

cannot but prove of sound commercial value to retailers throughout the country. The general results of a liberal investment in store fixtures, as well as years of widespread exuerience and careful planning in store arrangement, everywhere confront the observer in this thoroughly modern and up to-date store. The latest ideas in equipment and arrangement have been incorporated, and these are well worth close examination. Time saving devices and selling hints are numerous. Perfectly organized system and entire harmony is the keynote which has contributed to the marked success of this firm in the retail field.

A Double Entrance.

Five floors, each 60 feet in depth by 40 feet frontage, are occupied, although this description deals more particularly with the ground floor, where the active selling is transacted. The exterior view presented is self-explanatory, but due attention should be given the double entrance, which, besides affording easy access, allows for a display window of generous proportions. The favorable atmosphere created by well-directed stationery displays has a direct selling influence upon the general public, whose wants are sometimes more or less hazy. The idea sought in this window display is to dress the window so attractively that the shopper is confronted with a temptation to enter. The window is well backed and has an entire upper portion of glass, which makes the store practically a daylight one.

Elegant Ground Floor.

Systemized stock arrangement and modern fixtures can be observed in the illustration of the ground floor. Everything above the line of shelving is painted white, and the effect with the front lighting arrangement gives the brightest of interiors. This firm believes implicitly in the necessity of showing merchandise attractively, and the importance of modern fixtures, in order to do so, is clearly recognized. Showcases and counter stands, their famous "fish pond" cabinet, and various other accessories, can be seen in the arrangement. All kinds of facilities for promoting sales are incorporated. Uniform shelving, two feet in depth and three feet in width, is provided, and the shelves and bins are of the necessary proportions. Upon the right shelving is a classified arrangement of blank books, etc., while upon the left are the various stationery accessories, including inks, adhesives, rubber bands, pin tickets, etc. The two show cases fronting each other contain loose leaf price books. The fish pond has the various small necessities, and this device aids materially in their sales. Back of this is a large fixture containing many other lines. The aisles are wide and free, and no crowding is evident. Perfect order is omnipresent.

A Perfect System.

Selling hints of utmost importance are exhibited in the arrangement of stock throughout this floor. In a word, alphabetical price lists of each line carried are made, and every drawer and shelf is numbered, corresponding to the list. These lists are hung up at convenient points. Where possible samples are also shown, and this saves much valuable time. Note paper, pin tickets, etc., in small quantities, are all sold in this manner. For instance, when a purchase of note paper is desired the samples are shown, and when the selection is made the sample indicates the box where this is stocked.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

This space $30.00 per year.

This space $15.00 per year.

JENKINS & HARDY,
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
465 Temple Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

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Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

MEWBURN & AMBROSE
Barristers, Solicitors, etc.
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Hamilton, Ont.

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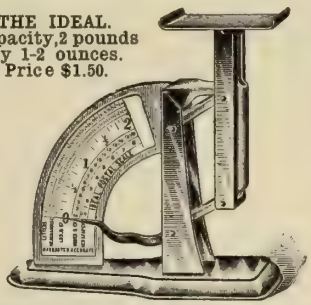
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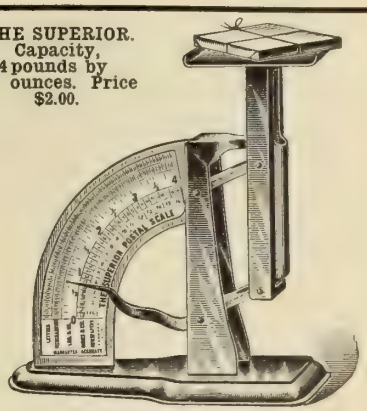
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THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL
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It is well to note that all numbering is in rotation. This method also avoids broken packages upon the shelves. Further, plenty of goods would never be sold if customers had to wait for some salesman to find just where they were stocked, or the exact price. By these thoroughly classified lists there is no possibility of mistake, and the customer cannot but be favorably impressed. Even a novice can sell goods in this way. These ideas are worked out in numerous ways, according to the various lines, the same general idea of an alphabetical list, with samples where possible, is followed.

The main offices of this firm are at the rear upon the left, and exhibit all the advanced methods in loose leaf devices, which this firm make a specialty of supplying. A telephone exchange, consisting of three wires, as well as a private system for the building, is here located.

The Gallery.

The commodious gallery encircling the store is wisely suspended from the ceiling; thus no obstruction is made upon the ground floor. This tends to add to the comfort and convenience of customers. The gallery is stocked with lines not so frequently in demand, and many of the more bulky goods are also here. The same idea of classification is carried out. A wide, easy staircase at the rear gives access. At this point, upon the left hand side of the gallery, at the rear, is the private office of Mr. Dawson, which, as might be expected, is replete with many novel ideas. Mr. Dawson is not a "do-it-all" man, and realizes his time is best spent in watching closely the various departments, and suggesting improvements. A noted feature here is the classified list of all catalogues and price lists bearing upon the business and up-to-date information can be supplied customers instantly. It is impossible to carry all lines sometimes asked for, and this method avoids loss of any sale.

A large, dry basement is mostly utilized as a stock room for inks. Steam heating apparatus is installed here, and is of the most modern kind. Proper heating is vital for the salespeople to do justice to themselves. The ventilation is also well done, as this is necessary to the health of all in the store. A vault is also in the basement to insure the safe keeping of tabulated details of special orders. To carry out the general perfect lighting arraggement a light area is at the rear. The electric light throughout the building is regulated by ingenious switches, which regulate the number of lights.

The first floor up is the order department. The same time-saving device in securing orders is seen here as well. Complete samples of all the printed matter made by this firm are kept with a price list attached. The two upper floors are used entirely as stock rooms, and the orderly arrangement is entirely commendable. Imprints were noticed on all lines, and this feature should be insisted upon wherever possible. It is an inexpensive form of advertising.

Co-operation.

A feature emphasized in this store is subdividing the various departments and placing a head over each. Some twenty clerks are in the establishment, and each of these is made to feel responsible for the success of a certain branch, realizing that as the business expands there remuneration increases. The result is an enthusiasm which is kept at top notch continually. Salaries are not limited in amount, only in percentage.

Almost every well known means of advertising is practiced and the expenditure is calculated upon business done.



Main Floor, Charles F. Dawson's Store, Montreal.

A LEATHER GOODS TALK.

A GOOD range of leather goods for an up-to-date retail store usually consists of articles for ladies' use, for men's use, for the home, for the office, and for traveling. All such goods make seasonable and very useful holiday gifts, and may be made in a very artistic fashion. There is another point that should be remembered, and that is, to get satisfactory results, good service and profitable business, buy from a reliable manufacturer and place your order early. The great scarcity of skilled labor, and the high price of raw material, makes it very advisable for the live buyer to buy early. Nearly all stocks are more or less complete now. A few weeks will make a very material difference in the popular lines; therefore "place your order early.'

When to order is another very important feature to be considered. Buying from the manufacturer is always the best plan where possible, as your chance for reliable goods are greater when the personal guarantee of your supply house is backed up by their factory. The manufacturer always knows when his goods are perfect. A dealer may not. Buy from the manufacturer and be sure.

The Brown Brothers, Limited, have a very complete factory for turning out all classes of fancy leather goods. They use the best materials, their workmen are the finest in the trade. The firm itself is well known for its straightforward business methods. Their goods are up-to-date. Their showing for the holiday trade is good, consisting of the following lines: For ladies' use—bags, all kinds, purses, card cases, music cases, grip purses, watch bracelets; for men—leather cases, belt wallets, cigar cases, card cases, toilet cases, coin purses, bill folds; for the office—memo books, bankers' and messengers' wallets, blotting pads; for traveling—toilet cases, writing portfolios, collar and cuff cases. All these goods are made by the Brown Brothers, Limited, Toronto, who would be pleased to send samples for approval.

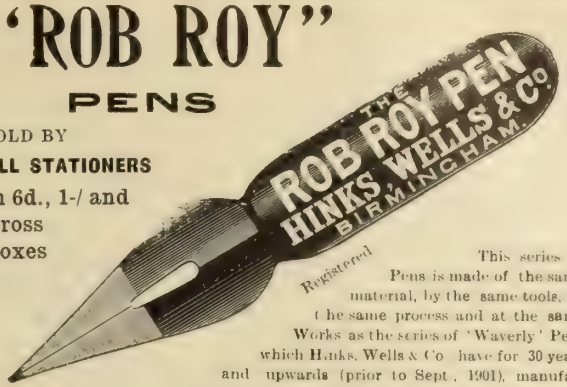
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Have you ever realized the advertising value in your Show Windows, and that you could talk to the thousands of people passing your Store with bright, attractive Show Cards? We can supply Show Cards and Price Tickets at low prices. Write for our Catalogue which show you as well hundreds of other styles of Signs.

THE MARTEL-STEWART CO., LTD.
681-683-685 Craig Street, - Montreal, Canada

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1-/ and
Gross
Boxes



Registered

This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverly' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

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CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

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The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

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HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

ENGLISH FASHION IN LETTER PAPER.

(London Mail.)

THERE is unanimity in one characteristic that appertains to all the note paper that is found on the most amply equipped modern boudoir writing table, and that is its size, which is known as Warwick.

The Warwick is not a square sheet, but it approaches a square. It is sold in large and small sheets, and has completely ousted the long and narrow size that used to be popular from the counters of fashionable shops.

Blue paper is modish. The newest blue Verge paper, as it is properly called, of Wedgwood coloring, has an almost imperceptible stripe across it, and is being taken to India by visitors to that country for the forthcoming festivities, on account of its excellencies as a substitute for the flimsy "foreign" note that is now almost extinct.

In Paris, a still paler azure is fashionable, and in addition to the ciphers, crests, monograms, and even armorial bearings, with which it is decorated, a new appreciation has arisen for mottoes.

Two or three words that breathe an appropriate sentiment are printed across the left-hand corner of the paper and upon the envelope flap. The words convey to each recipient a special little message of confidence, good-will, or wit, and are always in keeping with the sender's mood at the moment of writing.

Blotting paper pink was introduced as a novelty in note paper colorings a short time ago, but no persuasion on the part of the cleverest papeterie vendors in London succeeded in bringing it within measurable distance of a success.

It is not sufficiently refined to be acceptable to Englishwomen, whose taste in colors is essentially quiet. An exceedingly delicate pearl gray and a soft dove find votaries, particularly as both hues are good for the eyes.

But upon the score of hygiene blue triumphs again. It is far more salutary for the sight than white, say the oculists, and should be used by those whose occupation entails much scribbling instead of white, with which its vivid and trying contrast, black ink, is optically harmful.

So completely averse from ostentation is the woman of taste and discernment that the favorite form of decoration her note paper is given is merely a gem cipher placed at the left-hand side of the page, and nothing more. But the cipher is merely a gem.

In its very latest adaptation it is a heart-shaped design, overlaid with mother-of-pearl, inscribed across with the writer's Christian name and surmounted by a scroll of metallic green ribbon work.

Or, again, it is wrought most delicately in gold upon a background of soft and beautiful pale coral pink that looks like rare enamel, is enshrined in a narrow rim of gold, and is less in size than a silver penny.

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My Whitewash Man. Song. Words by Bert St. John. Music by Harry Linton, Arranged by Alexander Spencer. Jerome H. Remick & Company, Detroit.

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Money. Song. Words and Music by J. Ellis Morgan. Irwin J. Morgan, Philadelphia, Penn.

Spirit of Freedom. March and Two Step. By Abe Losch. Vandersloot Music Co., Williamsport, Penn.

Behold There Came Wise Men. Christmas Anthem. The Words selected from Holy Writ by Rev. James Wilkinson. Music by Bruce Steane, Mus. Bac. The John Church Co., Cincinnati, Ohio.

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Progress. October, 1905. Magazine. George H. Wheeler, Toronto.

Roosevelt, the Peace Victor. Words and Music by Irvin S. Morgan, Philadelphia.

Liste de Prix de la Tabulaire. Pamphlet. The Sharples Separator Co., West Chester, Penn.

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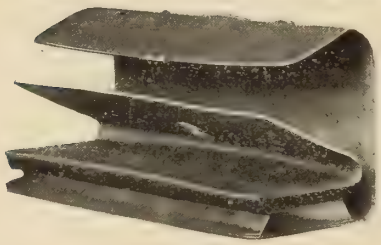
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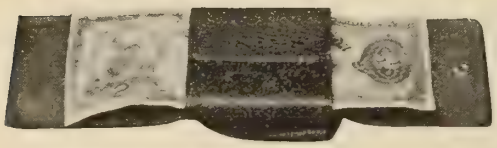
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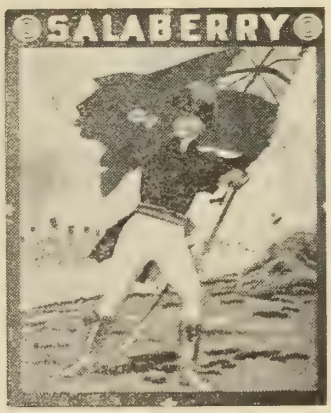
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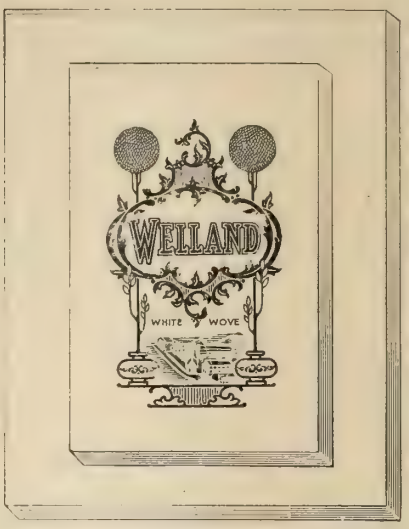
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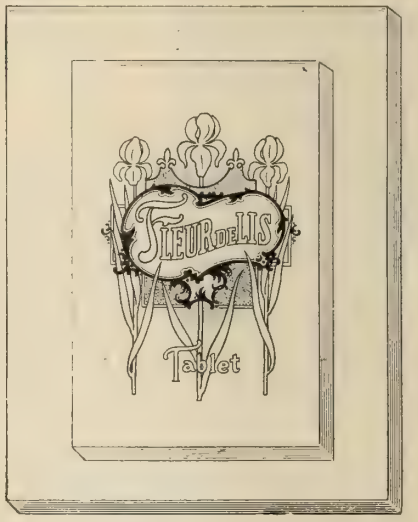
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THE

Bookseller and Stationer

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Vol. XXI. MONTREAL AND TORONTO, CANADA, NOVEMBER, 1905. No. 11.

A NOVEMBER CHAT WITH THE PUBLISHERS

WHEN this number of Bookseller and Stationer reaches its readers the holiday trade will have begun to show signs of life. Our work, so far as giving information about holiday lines is concerned, is practically over. We have done our best to give the trade a calm and unbiased estimate of Fall goods. It now remains for dealers from Atlantic to Pacific to reap the reward of their labors. To those who have sown good seed and cultivated their field conscientiously and well, the harvest should be a satisfactory one.

* * *

This year we have endeavored to assist our readers in the sale of their books by issuing for them a Christmas Book List. For a new venture, this list has been taken up extremely well, and orders have come in from all sides. The scope of the list is naturally somewhat limited, but a fairly broad selection of books was made, and it is the hope of the publishers that the list will prove satisfactory. At all events, it would be quite beyond the powers of any dealer to prepare a similar list for himself at anything like the figure we have charged. The combined sale of the book was such as to make the cost of publication fairly moderate. Had we included publishers' advertisements, and thereby imposed a portion of the cost on them, it would have been possible to issue the Book List at a fraction of the present cost, but we felt that our readers would prefer to bear the entire expense and present their customers with lists having only their own name thereon.

* * *

Why is it that Canadian booksellers are such poor advertisers? Two months ago this paper made what would be considered a generous offer in promising to give a year's subscription to any dealer who could show a creditable advertisement in his local paper. The response to this offer has been disappointingly small. Some ignorant persons may be inclined to say that the offer was too poor a one to arouse the interests of advertisers. But that this accusation might have no possible foundation we gave competitors the alternative of selecting a large volume, entitled "Successful Advertising"—a book of no little value to the would be successful user of newspaper space. No! investigation shows that the number of booksellers and stationers who practise the art of advertising is lamentably small. That is why we made the offer. We hoped to encourage advertising. Possibly we have done a little in this direction. It is our desire and determination to do more.

* * *

It is not too early to give our readers some idea of the plans we are laying for the New Year. 1905 has been so successful for us that we feel encouraged to go on and spend more money on the paper. The last few months our issues have been enlarged to accommodate more departments. These we purpose continuing in the New Year. The exigencies of space have precluded regular attention to those two important branches of modern retailing—advertising and window dressing. It is our hope to make these constant features of our paper, and to enlist the services of experts to handle both departments.

* *

The series of leading Canadian stores, which has proved most popular in 1905, will be continued in 1906. It is also our purpose to introduce the personal element more extensively, and we hope to include short biographies of leading Canadian dealers. Attention will also be directed to the travelers, and we hope to publish a portrait of some genial knight of the grip each month.

* * *

The regular features of Bookseller and Stationer will be strengthened. Our facilities for collecting news are being largely augmented, and it is our aim to make the paper a monthly trade newspaper in addition to its functions as a recorder of current styles, a chronicler of current books, and a champion of trade rights. Finally, let us emphasize our perfect independence. Bookseller and Stationer represents the whole field, without fear or favor.

SUPPLEMENTARY LIST OF FALL BOOKS

MORANG & CO.

Starvecrow Farm, by Stanley J. Weyman, tells how Henrietta Damer, a young and well-born Englishwoman, elopes with a young man much beneath her in station. On their way to the border to be married the groom-to-be overtakes the reward of his past misdeeds, and his bride is left forlorn in a strange inn. The man to whom her relatives had engaged her follows them and helps in the search for



(See page 100

"HE COULD ONLY STARE AT HER"

Illustration from "The Conquest of Canaan." (Toronto: Poole Publishing Co.)

the missing lover. Through many misunderstandings and adventures the former suitor is restored to his place, the lover, who is proven to be already a husband, is convicted, and the girl is given back to her right place in society. (Cloth, $1.50.)

Hearts Desire, by Emerson Hough, is the name of the little town in the west, in which the scene of the story is laid. The characters the author introduces are all remarkably true to life and are all remarkably interesting. Mr. Hough knows how to write a good story and in this he has not fallen short of the standard set by "The Mississippi Bubble." (Cloth, $1.50.)

Fair Margaret, by F. Marion Crawford, is the story of a beautiful English girl, daughter of an Oxford Don and his American wife. Since the death of her parents, the girl has lived at Versailles with a close friend of her mother. Her glorious voice enchants everyone and insures for her a brilliant future as an opera singer. This is the beginning of a story abounding in action and romance. (Cloth $1.50.)

Coniston, by Winston Churchill, finds this popular author launching out in a new vein. He has left the historical field, which he enriched with his "Richard Carvel," "The Crisis" and "The Crossing," and has essayed the purely love romance. This new story will be found no less engrossing than its distinguished predecessors. (Cloth, $1.50.)

Yolanda, by Charles Major, introduces a charming heroine to the reader. The story resembles "When Knighthood was in Flower" and narrates the adventures of several young people, who are carried by the author's fancy through many perils, crises and extraordinary dilemmas. (Cloth, $1.50.)

Amy in Acadia, by Helen Leah Reed, is the first volume in the second series of Brenda books. Amy was one of the minor characters in the Brenda books, but in this book is the chief personage. Acadia forms a striking background for the story. (Cloth, 12mo, $1.25.)

The Fair Maid of Graystones, by Beulah Marie Dix, deals with the period of the great Civil War in England, when Cavalier and Roundhead struggled for supremacy. The action of the book takes place at a great country house called Graystones, located in Suffolkshire, just after the surrender of the Cavalier stronghold of Colchester. (Cloth, $1.50.)

WILLIAM BRIGGS.

Sunday is a new candidate for favor. It is brimful of pictures and excellent reading matter for Sunday—not goody-goody stuff, but sensible and instructive articles and stories. There are two complete serials, "Sir Toady Crusoe," by S. R. Crockett, and "The Mystery of the Silver Run" by Bessie Marchant, besides many shorter stories and articles. ($1.)

The Mystery of June 13th, by Melvin L. Severy, tells of an extraordinary mystery, which absolutely defies solution by the most ingenious student of the plots and contrivances of the novelist. Even Sherlock Holmes would find great difficulty in explaining the extraordinary disappearance of James Moreton. (Cloth, $1.25.)

A Sword of the Old Frontier, by Randall Parrish, is the

third and best of Mr. Parrish's romances. The story concerns the adventures of a French officer in the Pontiac conspiracy. There are four pictures in colors. (Cloth, $1.50.)

Ben Blair is the hero of a breezy new story of the plains, whose career is hampered by the greatest handicap a man can have. It is a long time since any modern story has described so game a struggle against tremendous odds. (Cloth, $1.50.)

Back to Arcady, by Frank W. Allen, contains five delightful, dreamy essays on love, exquisitely printed in decorated pages, with several charming etchings, delicately executed. The book is a beautiful example of the bookmaker's art. (Cloth, $1.50.)

POOLE PUBLISHING CO., TORONTO

The Conquest of Canaan, by Booth Tarkington, is unquestionably the best story Mr. Tarkington has yet produced. The scene is laid in a little Indiana town, where, despite the unpretentious setting, a stirring drama is enacted. In Ariel Tabor, Mr. Tarkington has drawn a charming and unconventional heroine; in Joe Louden we have a splendid character, whose triumph over adversity is a stubborn, hard-fought, and intensely interesting battle. It is a novel in which Mr. Tarkington has notably surpassed all his former work. (Cloth, $1.50.)

A. C. McCLURG & CO., CHICAGO.

The Secret of Wold Hall, by Evelyn Everett-Green, deals with modern English country life and has an exciting element of mystery as well as an attractively presented love episode. (Cloth $1.)

With Shelley in Italy, edited by Anna B. McMahan, contains poems by Percy Bysshe Shelley relating to Italy and includes some of his best work. (Cloth $1.40 net.)

A Garden in Pink: An Idyl, by Blanche E. Wade, recounts the experiences of two lovers of the beautiful, dwelling in a picturesque and charming country place. (Cloth $1.75 net.)

Arts and Crafts of Old Japan, by Stewart Dick is a timely book, by one well equipped to deal capably with his subject. (Cloth $1.20 net.)

In the Land of the Strenuous Life translated from the French of the Abbe Felix Klein, describes the Abbe's visit to America in 1904 and is bright and clever. (Cloth $2 net.)

Far Eastern Impressions, by Ernest F. G. Hatch, takes up Japan, Korea and China, and is of general public interest at the present time. (Cloth $1.40 net.)

Bishop Spalding Year Book, compiled from the works of the Rt. Rev. J. L. Spalding, abounds in beautiful sentiments. It is arranged by dates. (75 cts. net.)

The Widow O'Callaghan's Boys, by Gulielma Zollinger, is particularly adapted for holiday selling, with full-page illustrations. (Cloth $1.50.)

The Face in the Pool, a faerie tale by J. Allen St. John, is an exceptionally tempting table book in a striking cover. (Cloth $1.50 net.)

Adventures in Pondland, by Frank Stevens is written in a colloquial style for young people, describing the inhabitants of ponds. (Cloth $1.25.)

Tommy Postoffice: The True Story of a Cat, by G. E. Jackson, relates the actual history of a clever cat. (75 cts. net.)

Lady Dear, by Millicent E. Mann, is a pretty story for children of from ten to fourteen, about a little mistress of a castle in Spain. ($1 net.)

McLEOD & ALLEN.

Hearts and Masks, by Harold MacGrath, is a whimsical rollicking story, opening in Mouquin's restaurant in New York, where Mr. Comstock first saw the beautiful Miss Hawthorne. Later the same evening they meet under most extraordinary conditions at the Blankshire Hunt Club masquerade, where the situations become exceedingly romantic. (Cloth, $1.25; paper, 75 cents.)

The House of One Thousand Candles, by Meredith Nicholson, introduces a novel situation. By the terms of his grandfather's will, the hero must spend a whole year in a strange candle-lighted palace by an Indiana Lake. If he left his place of exile all the money would revert to a beautiful girl, whom he had never heard of before. If he should marry the beautiful unknown, the estate would go to charity. How he escaped from his dilemma appears as the story proceeds. (Cloth, $1.25; paper, 75 cents.)

H. M. CALDWELL CO., BOSTON.

Smoker's Library, provides a unique gift for men. The popular volumes, "Tobacco in Song and Story," "Tobacco Leaves," "My Lady Nicotine," and "Pipe and Pouch," are bound in uniform style in Havana-colored ooze calf cushion covers, and are encased in a cedar box with labels, marks, etc., as on a regular presentation cigar box.

Shaped Gift Books to the number of three are something new and inviting. "The Christmas Carol" is printed and bound in the shape of a Christmas bell, the cover printed in gold and colors, while the inside is attractive with full-page illustrations. ($1.50.) "Automobilia" is printed and bound in the shape of an automobile with brightly-colored cover and contains anecdotes and stories about the automobile. "Love's Garland" is in the form of a garland of roses, entwined by cupids, and holding a gold ring in which is the face of a beautiful girl. ($1.25.)

Pipe and Pouch, the Smoker's Own Book of Poetry, is bound in an attractive style and enclosed in a Havana-colored ooze calf pouch. It is full of good things about smoking gleaned from the writers of all ages.

Value of Courage is edited by F. L. Knowles and is devoted to the praise of pluck and mastery. It is attractively printed in two colors with border designs and is bound in moire silk cover, stamped in gold. A companion volume is "The Value of Simplicity," containing the best thoughts of great minds on this subject. (Boxed, $1.50 each.)

The Red Letter Library is a series of neat, compact, clearly-printed little volumes, bound either in limp leather or in full embossed leather. A number of new titles have been added this year, including "Selected Poems of Cowper," Tennyson's "In Memoriam," "Selected Poems of Byron," "Johnson's Table Talk," etc. (Boxed, limp leather, $1.)

The Log of the Water Wagon, or the cruise of the Good Ship Lithia, is original in conception and very

amusing. The book sparkles with wit and humor. A good gift for men.

Animal Autobiographical Series, has just been started. The first volume is "Pup, the Autobiography of a Greyhound," which tells in simple form the life story of a real dog. It is illustrated with photogravures and a colored frontispiece. The second volume is "Neddy, the Autobiography of a Donkey," which relates how Neddy ran away and was stolen by a gipsy. (Cloth $1.50.)

Pleasant Street Series has been very popular and the new addition this year is sure of a warm welcome. It is "Little Mildred's Secret" by Grace Squires. The story portrays a sensitive child's character and will make a strong appeal to all young children. (Cloth 75 cts.)



Illustration from "Ayesha," by H. Rider Haggard. (William Briggs.)

THE COPP, CLARK CO., LIMITED.

Little Folks, one of the best known of English annuals, is just as attractive as ever this year. The contents are bright and refined, while the numerous illustrations are extremely well drawn and reproduced. (75 cents.)

The Children's Treasury is an annual for the younger members of the family, which should be welcomed by every Canadian child. It it attractively illustrated. (25c.)

THE MUSSON BOOK CO., LIMITED.

Ooze Calf Books. Among the daintily bound holiday books are several recent novels in ooze calf binding. Among these are "The Digressions of Polly," by Helen Rowland, "Justin Wingate, Ranchman," by John H. Whitson, "A Knot of Blue," by William R. A. Wilson, "The Purple Parasol," by George Barr McCutcheon, "Tom Moore" by Theodore B. Sayre, and "The Deliverance" by Ellen Glasgow. These are neatly boxed. ($2.00 net each.)

Bret Harte's "Her Letter," is one of the most beautiful holiday books of the year. It contains forty-four full-page pictures in color and tint and many decorations in gold by Arthur I. Keller. It is a really exquisite volume, which it would be difficult to adequately describe. (Crown 8vo., boxed, $2.00.)

OLIPHANT, ANDERSON & FERRIER, EDINBURGH

The Children's Own, by James Aitchison, being sermonettes for each Sunday in the year, is a splendid book for home teaching. One of these simple short discourses read on a Sunday evening will be found very helpful in the training of children. The style is bright and the sermonettes are full of picture-words and anecdotes that fix the lessons in the memory. (Cloth 3s. 6d.)

DANA ESTES & CO., BOSTON.

Plucky Jo, by Edward S. Ellis, tells of the boyhood and youth of a most lovable young fellow, who is introduced to us at the age of twelve. We follow his fortunes until he graduates from Princeton and becomes a man of business. The story is full of incident and its spirit is a healthy one. (Cloth 12mo. $1.25.)

The Brass-Bound Box, by Evelyn Raymond, is a fascinating girl's book. It contains a gay, spirited young heroine, a fine, honest, mischief-loving boy, a dear, lovable, old-fashioned gentlewoman, a big country house with traditions and a secret chamber, and a mystery, which is happily cleared up before the end of the story. (Cloth 12mo. $1.25.)

The Armstrongs, by Laura E. Richards, is a story about the visit of three little city girls to their mother's spinster cousin, who lived in a big farmhouse. There is a brother who figures prominently in the story. The adventures of the children are told in a bright and fascinating manner. (Cloth 12mo. $1.25.)

Tommy Joyce and Tommy-Joy, by Harriet A. Cheever tells the story of two boys, the first of whom was a spoiled child of wealth and the second a poor, plucky little orphan, who secured a bunk on the "Peggy Lane." It was here that Tommy Joyce met him, while running away from home. The sequel is very interesting. (Cloth 12mo. $1.25.)

Mary 'n' Mary, by Edith Francis Foster, is a captivating story for young girls, profusely illustrated with text-cuts by the author. The two Marys—one born of rich parents and the other of poor—are both healthy, natural, fun-loving little girls and they experience the usual number of mishaps and adventures. (Cloth 12mo. $1.25.)

Josie Bean: Flat Street, by Harriet A. Cheever, is the tale of a brave young girl who rose by her own exertions from poverty and obscure surroundings to successful work as an artist. The girl's character possesses a great charm and beauty and her story is calculated to inspire effort. (Cloth 12mo. $1.25.)

The Old Monday Farm, by Louise R. Baker, is the story of how Charley Swan was given a two hundred and ten acre farm to take care of by his father. The place

offered grand opportunities for raising crops, haying, lumbering, fishing and hunting, and Charley had the time of his life. (Cloth, thin 12mo. 50 cts.)

Eve's Daughters. Epigrams about women from world-wide sources, is a handsome book, judged in every light. The contents include the brightest and cleverest things ever written about women by the world's masters of prose and poetry. The printing, binding and illustrations are elaborate. The book is well fitted for a holiday gift. (Cloth $1.75.)

The Music Lover's Treasury, edited by Helen Philbrook Patten, is a handsome volume containing a selection of poems addressed to composers or written about musical instruments. The poets represented range from Shakespeare, Milton and Schiller to verse-makers of today. Numerous choice illustrations add to the interest of the anthology. (Cloth, gilt top, $1.20 net.)

Chatterbox, 1905, is again a welcome arrival and the same good old style is followed in its make-up. Chatterbox has become almost an institution and it is a question how the juvenile world could exist without it. The stories and illustrations this year are quite up to the standard. There are six handsome color plates besides more than two hundred full-page illustrations. (Small 4to, $1.25.)

Eve's Daughters, compiled by a mere man and portrayed by Arthur G. Learned, is a brilliant collection of literary gems gathered from many lands. The illustrations are superb. (Crown 8vo., $1.75.)

L. C. PAGE & CO., BOSTON.

The Winning Run, or the Base-Ball Boys of Lakeport, by Capt. Ralph Bonehill, is a stirring story of out-door life for boys with baseball as its central theme. There are exciting contests on the diamond and rivalry among various nines. There are plots and intrigues which keep up the excitement. The illustrations are excellent. (Cloth, 12 mo, $1.25.)

The Cathedrals and Churches of the Rhine, by Francis Miltoun, with ninety illustrations, plans and diagrams by Blanche McManus, supplements the author's previous works on the cathedrals of Northern and Southern France. The book is exquisitely printed, bound and illustrated, while the text shows insight and perfect acquaintance with the historical and other circumstances surrounding the building and architecture of the cathedrals. (Cloth, gilt top, boxed, $2.)

The Bible Beautiful: A History of Biblical Art, by Estelle M. Hurll, with forty-eight full-page plates, is a handsome volume with white cloth cover, illuminated in red, green and gold. The illustrations reproduce some of the world's most famous paintings on Biblical subjects. The text traces the development of the artists' ideas and the gradual growth of Biblical art from the crude stages of the catacombs to modern times. (12mo. boxed $2 net.)

THE SAALFIELD PUBLISHING CO., AKRON, OHIO.

Sweeter Still Than This, by Adah Louise Sutton, is a handsome gift book, containing a number of short poems of which love is the motif. The book is handsomely bound and elegantly printed with many illustrations and decorative effects. (Cloth 4to. $1.50.)

Frances and the Irrepressibles at Buena Vista Farm, by Frances Tregs Montgomery, is a quarto of 260 pages, printed on heavy stock and profusely illustrated with photogravures. It tells of the many adventures and experiences of Frances and her girl and boy friends at Buena Vista Farm. The children are all life-like and the setting is real. Many happy hours will be spent by the fortunate possessor of this book. (Cloth $1.50.)

Jim Crow Tales, by Burton Stoner, personifies the animals and birds of the forest and relates interesting stories about them. The reader is introduced to Jim Crow, Terrible Claws the Snow Owl, Slim Nose the Raccoon, Red Head the Woodpecker, Chipper the Woodchuck and many another animal. These stories are all adapted to the juvenile reader's mind and are well illustrated. (Boards 4to. $1.)



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Christmas With Santa Claus, by Frances Trego Montgomery, is a charming story for the little ones describing a boy's and girl's visit to Santa just before Christmas. He picks them up on a country road and carries them to the northland in his sleigh and entertains them royally, bringing them back when he makes his annual trip. Illustrated in colors. (Boards 4to. $1.)

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The Rival Campers, by Ruel P. Smith, narrates the adventures of Henry Burns and his friends. Every boy reader will envy them, as they spent their time in camping, canoeing and yacht-racing and finally discovered and captured a gang of daring robbers. (Cloth, $1.50.)

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The best romance yet written by Mr. Parrish, who is a master story-teller and who has proved it in "My Lady of the North" (ninth edition) and "When Wilderness Was King" (seventh edition). "If this doesn't pass its predecessors in popularity," says Mr. Sage in the Cleveland Leader, "I miss my guess." The first edition of 25,000 is nearly gone. The plot concerns the adventures of a French officer during Pontiac's Conspiracy.

BEN BLAIR: PLAINSMAN

By WILL LILLIBRIDGE

Frontispiece in color by Maynard Dixon

"Probably one of the best novels we shall get this year," according to the Brooklyn Eagle. This is an Eastern paper, but out in the West, where they know what makes a story of ranch life true and real, they go farther. "The strongest Western book of years," says the Leader, of Great, Falls, Montana, "the novel of the season." Again in the conservative East the New York Globe claims that Jack London in full fury cannot make your heart beat faster than this new writer." Naturally it is especially a story for men.

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Not in years has a book attained such instantaneous popularity. Three editions in three weeks is a record for a first book. The Rev. R. E. Knowles, of Galt, is quoted with Ian MacLaren and Ralph Connor. In ST. CUTHBERT'S, humor is so mingled with pathos that one feels it is all true, while hard common sense and the spirit of the poet and seer combine on the same page with indescribable effectiveness.

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By NORMAN DUNCAN

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One smiles through the tears in reading THE MOTHER for here is a sermon without a line of cant—the sermon of a touching tender picture—the significance of which goes straight to the heart. THE WESTMINSTER says: "We can think of only one other living writer who could possibly have given us with such purity and nobility of treatment, such blending of humor and pathos, such relentless facing of love's tragedy, this exquisite story of love's power to save."

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PUBLISHERS' ANNOUNCEMENTS

The Copp, Clark Co., Limited.

The Autumn list of this publishing house is now complete, and in a few days the last of the Fall books will be ready. The latest fiction arranged for includes "The Spider's Eye" by William le Queux, and "Mr. Lion of London" by J. J. Bell, author of "Wee MacGreegor."

As holiday offerings for the boys, there are two books each by the popular authors of boys' books, Herbert Strang and F. S. Brereton. Strang's stories are "Brown of Moukden," a tale of the Russo-Japanese War, and "The Adventures of Harry Rochester," a story of Marlborough and Eugene. Brereton's stories are "A Knight of St. John," a tale of the siege of Malta, and "A Soldier of Japan," a tale of the Russo-Japanese War. ($1.25 each.)

One of the most interesting publications of the season is "The Voyage of the Discovery," narrating the adventures of the recent south-polar expedition. The work is comprised in two volumes, attractively bound and boxed, and should prove a valuable Christmas gift. ($2.50.)

Special mention must be made of the two handsome illustrated art books being placed on the market by this firm for the Christmas trade. "The Gospels in Art" gives the life of Christ as interpreted by the great artists of the past and present. The volume is a marvel of beauty and cheapness. "Women Painters of the World" is also extremely handsome, containing many beautiful reproductions of the best work of the great women artists. (Cloth, gilt top, $2.50.)

The Canadian edition of "The Quiver," published annually by The Copp, Clark Co., is a large, attractively bound volume. It contains 1,312 pages, and a great many beautiful and valuable illustrations, a number of them tastefully colored. The frontispiece is an excellent photogravure, "Volunteers," a reproduction of Arthur J. Black's famous painting exhibited in the Royal Academy. The following are a few of the literary contributors: Elizabeth Banks, Duke of Argyle, Fred. W. Weatherly, Guy Thorne, Pastor Thos. Spurgeon, Mark Guy Pearse, and Amy Le Feuvre.

"Blackie's Children's Annual" is an ideal book for children. It is well bound, contains 188 bright, well written stories by such authors as Clifton Bingham, Jennie Chappell and Felix Leigh, with 192 illustrations by John Hassall, Chas. Robinson and Alice Woodward, some of which are full page and very beautifully colored. The illustrations alone would charm any child.

William Briggs.

A new edition of "The Garden of Allah," by Robert Hichens, in paper and cloth, is now ready. The demand for this notable novel is still appreciable.

"Nedra," by G. B. McCutcheon, is still booming, and the publishers have had no little difficulty in keeping abreast of orders. The novel is now in its 8,000th in Canada.

"Ben Blair: Plainsman," "A Sword of the Old Frontier," by Randall Parrish, and "The Mystery of June 13th," by Melvin L. Severy, have just appeared and are selling well.

Good sales are still being recorded for "The Marriage of William Ashe," by Mrs. Ward; "Sandy," by Alice Hegan Rice, and "God's Good Man," by Marie Corelli. The latter novel is now in its 13,000th in Canada.

The two new Wagner books, "Gospel of Life" and "Justice," are now ready.

"Elfinrhymes" is the title of an attractive juvenile, in boards, of which William Briggs has secured a special Canadian edition. The book retails at 50c.

Two of the handsomest illustrated gift books of the season are handled by William Briggs. They are Bret Harte's "Her Letter," and "Back to Arcady," by Frank W. Allen. The illustrations and decorations in these are superb.

McLeod & Allen.

A sixth edition of "The Man on the Box" is now ready. The dramatic production of this novel in New York has made an instant success, and has led to a renewed call for the book.

"The House of Mirth," by Edith Wharton, is now in its fourth Canadian edition. This novel has been received with universal interest and enthusiasm.

The second Canadian edition of Robert Barr's new novel, "The Speculations of John Steele," will be ready in a few days.

A third Canadian edition is announced of "The Man of the Hour," by Octave Thanet.

This month McLeod & Allen complete their Fall list with the publication of "Hearts and Masks," by Harold MacGrath, and "The House of a Thousand Candles," by Meredith Nicholson. The former is a handsomely illustrated book with a charming cover design. The latter is a novel of romance and adventure, illustrated in color by Howard Chandler Christy.

Morang & Co., Limited.

Winston Churchill's new novel, "Coniston," announced for this Fall, has been unavoidably delayed in publication and will not be out until the New Year.

"The Jungle," by Upton Sinclair, will be published in about two weeks.

"Helianthus," by "Ouida," is announced for publication in a few days, probably about December 1.

Second editions of "Yolanda," by Charles Major, and "Fair Margaret," by F. Marion Crawford, will be ready to meet repeat orders in a short time.

Musson Book Co.

"Shakespeare's Sweetheart," by Sara Hawks Sterling, is now ready. This is one of the most charming of the holiday books.

An unusually good demand is noted for "My Lady's Slipper," by Cyrus Townsend Brady. The book is attractively boxed.

The Musson Book Co. are producing ooze calf editions of all their best fiction. Among the books thus bound are "The Digressions of Polly," "Justin Wingate, Ranchman," "A Knot of Blue," "The Purple Parasol," etc. Nothing choicer could be selected for a Christmas gift.

"The Wild Flower Fairy Book" is selling well. It is one of the most pleasing of the season's juveniles.

"Humpty Dumpty," by Anna Alice Chapin, is a beautiful juvenile, which the trade will find it hard to beat. The Musson Co. are very proud of this book and report large sales in all parts. It is handsomely illustrated and the cover design is unique.

FALL ANNOUNCEMENT

— OF THE —

MUSSON BOOK CO., Limited, - TORONTO

THE LIFE OF BENJAMIN DISRAELI

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An unconventional Biography by Wilfred Meynell. With forty illustrations, including two photogravure photos. Cloth, two volumes, gilt top (in box) Net, $5 00.

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By AMELIA E. BARR.

Author of "The Black Shilling," "The Bow of Orange Ribbon," etc. Cloth, decorated cover, gilt top, $1.50

Cecelia's Lovers has the atmosphere of modern New York. The characters are well drawn and stand out clearly from the fascinating background. It is a live story with a subtle charm and is the best Mrs. Barr has written since "The Bow of Orange Ribbon." Illustrated in color.

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By C. N. AND A. M. WILLIAMSON.

Authors of "The Lightning Conductor," "Princess Passes," etc.

The sale of this charming book has exceeded all anticipations. A beautiful pen picture is drawn of an Automobile Tour in Northern Italy, Dalmatia and Montenegro. It is a love story, a story of adventure and a volume of travel, all in one.

Fully illustrated. Cloth, $1.25.

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By WILLIAM LE QUEUX.

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Cloth, $1.25. Paper, 75 cents.

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By BETTINA VON HUTTEN.

The most artistically written novel this season. It is by far the biggest selling book both in England and the United States. The publishers in both countries have failed to meet the demand, edition after edition has been bought up. "Pam" is without a peer. A more saleable book has never been offered to the trade.

Cloth, gilt top, $1.25. Paper, 75 cents.

SHAKESPEARE'S SWEETHEART, by Sara Hawks Sterling. Large 12mo cloth, with medallion portrait of Anne Hathaway. Five full-page colored illustrations and marginal decorations, in color, by Clara Elsene Peck. Handsomely boxed. A holiday book in the form of a love story, based upon the Courtship and Marriage of William Shakespeare and Anne Hathaway. Price, $2.00 net.

OLD-FASHIONED FLOWERS, and Other out of door Studies, by Maurice Maeterlinck, author of "Life of the Bee," etc., full-page illustrations, by Charles B. Falls. Price, $1.25.

THE GREAT WORD, by Hamilton Wright Mabie, author of "In Arcady," "The Forest of Arden," etc. Price, $1.00 net.

CATHEDRAL CITIES OF ENGLAND, by George Gilbert. Illustrated with sixty colored drawings, by W. W. Collins, R.L. An exceptionally good book on the subject, and will make a splendid book for the holiday trade. Every private and public library should not be without this valuable work. Price, $3.50.

MY LADY'S SLIPPER, by Cyrus Townsend Brady, with pictures by Charlotte Weber Ditzler. This is a most attractive book for the holiday season. The outer and interior decorations are chaste and elaborate. Boxed. Price, $1.50.

HIS VERSION OF IT, by Paul Leicester Ford, author of "Janice Meredith," "A Checked Love Affair," etc. Illustrations in color by Henry Hutt, and decorations by Theodore B. Hapgood. Price, $1.50.

"FAMOUS ACTORS AND THEIR HOMES." "FAMOUS ACTRESSES AND THEIR HOMES," by Gustave Kobbe, author of "Signora, a child of the Opera House," etc. In two volumes, with numerous illustrations from photographs. Per set, $3.00.

MOSTLY MAMMALS, by Lydekker, with sixteen full-page illustrations by the Duchess of Bedford, Lord Delamere, the Hon. Walter Rothschild, J. Wolf and others. Price, $2.00.

NATURAL HISTORY OF SELBURNE, and Observations on Nature, by Gilbert White, with the text and new letters of the Buckland Edition. Profusely illustrated in half-tone. 2 vols., boxed. Price, $2.00.

HUMPTY DUMPTY, by Anna Chapin, pictured by Ethel Franklin Betts. Six full-page colored illustrations, with numerous other illustrations. The handsomest, the most interesting and cheapest up-to-date Juvenile on the Canadian market. Price, $1.50.

HOWDY, HONEY, HOWDY, by Paul Laurence Dunbar, author of "When Malindy Sings," "Lil' Gal," "Candle Lightin' Time," etc. Illustrated with photographs by Leigh Richmond Muire, of the Hampton Institute Camera Club, Decorations by Will Jenkins. Price, $1.50 net.

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JUSTIN WINGATE, RANCHMAN, by John H. Whitson, author of "The Rainbow Chasers," etc. Cloth, gilt top, illustrated. Price, $1.50. Ooze calf, boxed, $2.00 net.

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A KNOT OF BLUE, by Wm. R. A. Wilson, author of "A Rose of Normandy," etc. A Romance of Old Quebec. Cloth, gilt top, illustrated, $1.50, Ooze calf, boxed, $2.00 net.

THE PURPLE PARASOL, by Geo. Barr McCutcheon, author of "Graustark," "Vedia," etc. Illustrations in color by Harrison Fisher. Cloth, gilt top, $1.25. Ooze calf, boxed, $2.00 net.

TOM MOORE, by Theodore Burt Sayer. Fully illustrated in half-tone throughout. Cloth, $1.50. Ooze calf, boxed, $2.00 net.

THE DELIVERANCE, by Ellen Glasgow, author of "The Voice of the People," "The Battleground." Illustrations in color. Cloth, gilt top, $1.50. Ooze calf, boxed, $2.00 net.

THE VOYAGEUR, THE HABITANT, JOHNNIE COURTEAU, by Wm. Henry Drummond, M.D. Ooze calf, boxed, $2.00 net. Illustrations in color.

THE WORK OF OUR HANDS, by H. A. Mitchell Keays, author of "He that Eateth Bread with Me." Cloth, gilt top, $1.50.

ON THE FIRING LINE, by Anna Chapin Ray, author of "The Good Ste Anne," etc. A South African Romance. Cloth, gilt top, $1.25.

BY THE GOOD SAINTE ANNE, by Anna Chapin Ray, author of "Teddy, Her Book," "On the Firing Line," etc. A Romance of Modern Quebec, with eleven souvenir illustrations of points of interest in and around Quebec City. Cloth, gilt top, $1.25.

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BOOKS OF THE MONTH

BLAKE, CATHARINE EVANS.—"Hearts' Haven." Indianapolis: The Bobbs-Merrill Co. $1.50. A story of deep human interest replete with dramatic situations. Count Rosenthal, a German noble, dreamer and visionary by nature, joins a peasant community of German mystics in Pennsylvania. The community is under the leadership of George Rapp and attains to great commercial prosperity. All domestic ties are sunk in the communistic principle and an austere, negative cult is imposed upon its members. In the second generation a revolt against unnatural restraint takes place and individual interests assert themselves. Hugh Rosenthal, the repudiated son of the dreamer, becomes a man of affairs to whom home and the marriage tie are more sacred than Utopian dreams of an impossible Eden.

CAMERON OF LOCHIEL, translated from the French of Philippe Aubert de Gaspe by Charles G. D. Roberts, has as its hero, Archibald Cameron, a Scotch exile in Canada, brought into close relations with the family of the Seigneur d'Haberville with whose son Jules he had formed a life-long friendship, interrupted for a time when they found themselves in the struggle which ended in the conquest of Canada by the British. Interwoven with the narrative is much information concerning the customs, traditions and folk-lore of the period, together with a felicitous presentation of the social amenities and family devotion practised in the homes of the high born seigneurs and towards their dependents. Mr. Roberts has made a valuable contribution to Canadian literature in introducing this book to English readers. Cloth $1.50.

CONRAD, STEPHEN.—"Mrs. Jim and Mrs. Jimmie." Boston: L. C. Page & Co. Cloth, $1.50. That delightful personage, Mrs. Jim, makes a second appearance in this new book and with quite as much eclat as on the occasion of her first introduction to the reading public. Her description of her town experiences are bright, breezy and wholesome, full of humor without malice and wisdom without guile. She is the friend in need and the social diplomat in many interesting emergencies.

DAY, HOLMAN F.—"Squire Phin." New York: A. S. Barnes & Co. $1.50. In this, his first long story, Mr. Day has transferred to paper a picture of village life as it appears down east in the State of Maine with the skillful touch of one thoroughly acquainted with his subject. He is a close observer of the characteristics of the people who live in his book, some of whom are irresistibly funny. Squire Phin, a clever lawyer and philanthropist, is the hero whose love story and courtship are quite unique, while Aquarius Wharff, the weather prophet, the loungers with queer names about Asa Brickett's store, and best of all, Hime Fook, the showman, furnish the comic element.

HENRY, ARTHUR.—"Lodgings in Town." New York: A. S. Barnes & Co. Cloth. Illustrated, $1.50. To those who have read the earlier work of this author, "The House in the Wood" and "An Island Cabin," this new book will be welcome, as giving a glimpse into the earlier life of the author, before he gave up life in the city for country life. He describes the various phases of modern city existence with a vivid pen and makes even the commonplace romantic. The illustrations are from photographs of New York City.

KOBBE, GUSTAV.—"The Loves of Great Composers." 24 full page illustrations. 181 pages. New York: Thos. Y. Crowell & Co. Cloth, boxed, $1.50. Instead of treating certain famous figures of musical history in a formal way, Mr. Kobbe draws aside the veil from their inner life and shows the men themselves and the heart affairs which swayed or moulded their genius. The romances of Mozart, Beethoven, Mendelssohn, Schumann, Chopin, Liszt, and Wagner are told, and many new facts are given, and old errors corrected.

MAJOR, CHARLES.—"Yolanda." Toronto: Morang & Co., Limited. Cloth, $1.50. A very pretty and pleasing romance is this latest production of the author of "When Knighthood Was in Flower." The scene is laid in the Burgundy of Charles the Bold, whose only daughter Mary is the heroine. She is well portrayed by Mr. Major and is undoubtedly one of the most charming heroines of the season. The author has also been most happy in his portrayal of the hero, who is heir to the Duchy of Styria.

MERWIN, SAMUEL.—"The Road-Builders." Toronto: Morang & Co., Limited. $1.50. The difficulties and dangers of railway construction in overcoming the forces of nature, in ruling large bodies of undisciplined men and in opposing the hostility of wild Indians and rival capitalists are all vividly set forth in this book. In Paul Carhart, the hero, the finest qualities of mannood are displayed. A skillful engineer, a born leader and strategist and withal a tender and lovable man, one follows with interest the story of his struggles and successes. A book that enlists one's sympathies without the aid of a love story.

PHILLIPS, DAVID GRAHAM.—"The Deluge." Indianapolis The Bobbs-Merrill Co. Cloth, $1.50. Toronto: McLeod & Allen. Cloth, $1.25. This is unquestionably Phillips' strongest work. He has made his picture of modern American life most convincing. The glimpse we are given behind the scenes in Wall Street is a memorable one. Financial methods are disclosed with a merciless hand and the mask is ruthlessly torn from the faces of the great manipulators. Withal there is an interesting love story interwoven.

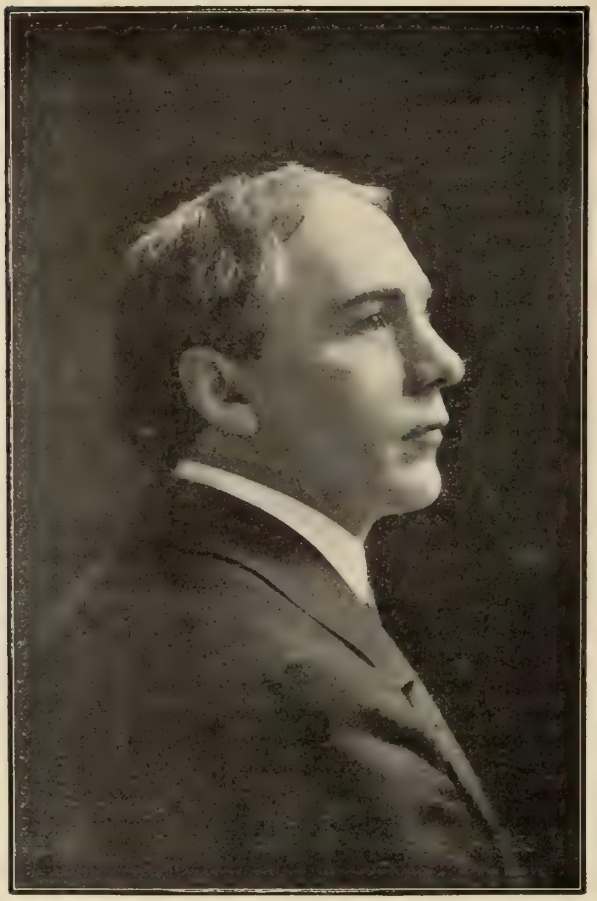
SABIN, EDWIN L.—"Beaufort Chums." New York: Thomas Y. Crowell & Co. 286 pages, 12mo. Cloth, $1.00. Edwin L. Sabin knows boys and boy-life thoroughly. The action chiefly concerns two boys, "to say nothing of the dog," and the scene is laid on the Mississippi River. The chapters seem drawn from real life and the hunting, fishing, camping and swimming adventures are related with the fidelity of a fellow adventurer. The book is a worthy successor to "Tom Sawyer" and "Huckleberry Finn," while the dog is as active as the creation of Jerome K. Jerome.

TRENT, W. P.—"Greatness in Literature." New York: Thomas Y. Crowell & Co. Cloth, gilt top, $1.20 net. Prof. Trent, Columbia University, appeals to a large circle with his interesting series of eight informal papers on literary topics. This volume of literary addresses is of untold benefit to the critic and teacher of literature. "Greatness in Literature," the first paper, attempts to solve the difficult task of ranking relatively the various famous authors. The second paper deals with those of lesser note and the same general idea is followed through the rest of the book. It reminds one forcibly of Thomas Carlyle's lecture on the "Choice of Literature."

ROBERT E. KNOWLES' AUTOBIOGRAPHY.

I WAS born in a very unpretentious way, and after a very hackneyed fashion, in a locality of Northern Ontario called Maxville, not exactly a place, but a conjunction of a blacksmith shop and a manse. From all I can learn there was no fitting celebration of my advent, my own apathy being shared by that portion of the world which was privileged to hear my opening remarks, neither they nor I having any premonition that I was yet to have a connection with the Fleming H. Revell Company.

The Old Manse—I saw it last when I was two years



A New Canadian Novelist, Robert E. Knowles of Galt, author of St. Cuthbert's.

young—is still standing, they tell me, pressed into service as a barn by some sodden farmer who knew not what he did. There is, however, enough of it left to make an excellent shrine, and the door has been removed, which you may state to be a providential opening for the reverent feet of future generations. This interpretation was borne in upon me in a vision of the night, that luminous night which followed fast upon your request for the plans and specifications of my being.

I do not wish to boast, but my father and mother were both Irish, the one from Ballymena, the other from Cork. My father was a Presbyterian minister, a greatly gifted man, though those gifts were chiefly of the heart, their hall-mark visible to eyes of love. He was very celebrated for a radius of four miles around the manse, his fame being of the centripetal sort, attaining its bloom within the manse. The legacy of his great character is to be equally divided among his children,

My mother's brilliance was of both heart and mind. probated now for forty years before a court unseen. Her nature exuded a separate fragrance to those who knew her, most separate to those who knew her best. She was an invalid since my birth, and the benediction of her suffering has been upon us all. In our tender care of her we were brought very near to a Physician who both prompted and supplemented our poor ministry of love.

I have noted your special inquiry as to my age, and its genial audacity came to me as a pleasant shock. Having reached the years at which adolescence is gone and convalescence not to be hoped for, I can best indulge my reticence and my candour by informing you that the centennial of my birth will be celebrated on the 30th March, 1968, which date you might request your readers to bequeath in tender trust to their intelligent posterity.

Since the aforesaid date, very little has happened except two cherub children and their mother, the subcontractors of a new heaven and a new earth wherein dwelleth God himself. The children's mother consented to share my path, as St. Cuthbert's tells, but three short weeks after our first acquaintance. The probation was brief, I grant, but I always did shrink from pain. Desperate diseases require desperate remedies, and mine was a malignant affection of the heart. We married in haste and will repent at leisure—much leisure, for it will take eternity.

The last of the aforesaid cherubs effected his arrival only two months ago, affecting a new departure at the same time, that of parental pedestrianism by night. His nature is of the nightingale sort—gales every night—and both his parents have contracted insomnia since he came. His sister is six and sedater, still orchestral when occasion demands, but not nocturnal like the other.

My education was accomplished at Queen's College, Kingston, and Manitoba College, Winnipeg, which institutions total only two, thus being fewer by three than the cities in which the impartial Homer first saw the light. This fewness will contribute to the peace of future ages.

My career in college was animated and varied, other fellows taking scholarships while I took fellowship alone. Others took prizes and medals, but I left the college, having taken little except my fling and my departure. I loved such midnight oil as had a genial glow, and many of my fellow students also contracted insomnia through my humble instrumentality. There are many traditions afloat concerning my college days, but most of them are new.

However, in spite of midnight oil, I stored away some little cargo below hatches and grew a bachelor's degree without nervous prostration.

When I entered the ministry, it surprised everybody except God and my mother. My call was of them both, and the unseen beckoning came when the music was at its height, like the arrest of the Ancient Mariner.

It was my mother who first took me on trials for license, and I was set apart by secret ordination. The minutes of this ceremony are carefully preserved, and I often read them over in the dark.

This ordination was confirmed by the Presbytery of Ottawa in 1891, and I held a church's helm in that city until 1898, calling at many ports the while, unloading many native commodities, chiefly mistakes, and taking aboard much experience in return. This proved lucrative, and nearly eight years ago I was called to more

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responsible command, the people of Knox Church, Galt, naming me their minister, still minister and people by the grace of God, which worketh faithfulness in the one and patience in the other. My ministry has had no special celebrity or success, its only outward distinction being that I am not a Doctor of Divinity, which I may humbly claim to be a somewhat original achievement.

I have never written any book except "St. Cuthbert's," and I really did not mean to do that. I had no malicious intent when I began. I didn't know it was loaded. Besides, you are just as much to blame as I am. You were a conspirator. You provoked me to do it. It was you who put the camera in my hand, telling me the New Jedboro' folk would never know till it was over. I took the photographs, but you framed them, or, to change the figure, I shook the tree but you picked the fruit and scattered it far and wide. So I intend to leave you to settle with coming generations.

But I must return to the ministry—which is my heart's profession—and say that while many books may tell of tragedy, there is but one which tells how tragedy may turn to peace. Many there are who suffer from Michael Blake's awful malady, for which the only prescription is the Cross. And I hope I shall write no book which does not breathe its spirit, no book whose leaves shall not help toward the healing of the nations.

STANDARD DICTIONARIES.

Laird & Lee's Standard Series of Dictionaries have just been awarded Gold Medal at Lewis & Clark Centennial Exposition, Portland, Oregon. This great series of lexicons consists of five volumes: Webster's New Standard Dictionary, library edition, adapted for all libraries, homes and general use, $2.50; High School and Collegiate edition, designed to meet the needs of high schools, academies, colleges and universities, $1.50; Students' Common School edition, adapted for all grammar grades, 75c.; Webster's Modern Dictionary, Intermediate School edition, for use in all intermediate grades, 42c.; Elementary School edition, for use in the primary grades, 30c. All bound uniformly in black silk cloth; back and side title in gold.

Webster's New Standard Dictionary also received Gold Medal and Diploma at St. Louis Exposition, 1904, and has been officially and unanimously adopted by the Chicago Board of Education for use in the public schools; in Los Angeles Public Schools, the Kansas State Reading Circle Board, and by other prominent educational institutions throughout the country. These dictionaries have been endorsed by the world's most eminent educators, and are thoroughly modern and up-to-date in every respect. Published by Laird & Lee, 263-265 Wabash avenue, Chicago, U.S.A.

* * *

Uniform with their "Miniature Series of Great Writers," George Bell & Sons have issued "A Life of Horace," by Rev. W. Tuckwell, M.A. The book contains eight illustrations and covers the life and writings of the poet thoroughly in small space. (Cloth, one shilling net.)

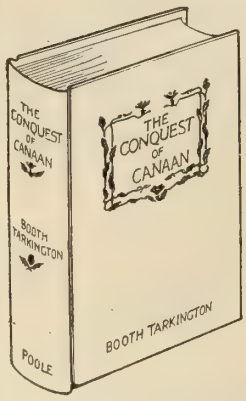
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George Bell & Sons have added to their York Library "Gesta Romanorum, or Entertaining Moral Stories Invented by the Monks," translated with preliminary observations and copious notes by Rev. Charles Swan. (Cloth, 2 shillings net.)

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MAGAZINE COUNTER

SOME ENGLISH CHANGES.

LONGMAN'S MAGAZINE, after an existence extending over twenty years, has been discontinued. It has found the pressure of the popular illustrated magazines too severe to maintain a stand against them.

The old favorite family magazine, The Leisure Hour, has been changed both in name and character. Hereafter it will be known as the Leisure Hour Monthly Library, each issue consisting of a single complete story.

Macmillan's Magazine, the oldest of the non-illustrated shilling magazines, has been reduced in price to sixpence and will in future be used mainly to advertise the numerous book publications of the Macmillan Company.

Good Words and the Sunday Magazine have been acquired from Isbister & Co. by the all-absorbing Harmsworths. They will be radically changed from the old conservative style in which they have been run for many years

The Woman at Home has been reduced in price from sixpence to fourpence.

With the New Year, Cassell's Magazine will be enlarged from 112 to 120 pages, and more illustrations will be used. A new cover of handsome design will replace the present cover.

SCRIBNER'S PLANS FOR NEW YEAR.

In a neat little "Illustrated Prospectus," the publishers of Scribner's Magazine give a brief outline of their plans for the next year of the magazine's existence. Their star contributor is no less a personage than the President of the United States, who contributes two articles on hunting in Colorado and Oklahoma.

The serial for the coming year is "The Tides of Barnegat," by F. Hopkinson Smith, which began in this month's issue. The distinguished Canadian writer of animal stories, Ernest Thompson Seton, will contribute a series of six articles. Frances Hodgson Burnett is down for a pretty Christmas story in two parts, "The Dawn of a To-Morrow."

A series of articles by experts will be contributed on "The Railways of the Future," taking up "The Pan American Railway," the "Cape-to-Cairo Railway," and "The Trans-Siberian Railway."

Scribner's Magazine has always been noted for the excellence of its fiction, and the stories to be provided in 1906 will be quite up to the standard set in earlier years. In early numbers will appear stories by Richard Harding Davis, Kate Douglas Wiggin, and Edith Wharton.

The illustrations throughout the year will be made by foremost artists, and there will be, as usual, a great deal of attractive color work.

PUSH CHRISTMAS NUMBERS.

Even dealers who do not go in for handling magazines regularly cannot deny that the Christmas number is a good thing in itself. While the average monthly magazine must be regarded as one of a series, the Christmas edition is usually complete in itself. It can be given as a Christmas gift, and therein lies a great deal of its strength.

This year, through the enterprise of the Toronto News Company, Canadian dealers will be able to handle the Christmas numbers of several prominent English periodicals at popular prices. Take such publications as the Windsor, Cassell's and Pall Mall, full of good matter, illustrations and stories, enlarged for the occasion, and what could be more saleable? Let every dealer push the sale of these numbers this year.

FEATURES OF CURRENT NUMBERS.

American Illustrated Magazine (November) contains the opening chapters of Mary Cholmondeley's new serial, "Prisoners." Among the other notable articles are "The Story of American Painting," "Baranof, Czar of Russian America," "The Hopeful Tendency in Fiction," besides a good collection of short stories.

Atlantic Monthly presents an interesting bill of fare for 1906. There will be a series of articles on sane finance by men whose judgment is trustworthy. A series of articles will be contributed on the learned professions, beginning with "The Ideal Physician," by Professor Osler. There will be several papers on the theatre and a range of single articles of special value at the present time.

Burr McIntosh Monthly (November) contains several important portraits, including those of Victor Herbert, Lulu Glaser, Alice Lonnon, William Travers Jerome, etc.

Canadian (November) contains "London: The Heart of the Empire" by Norman Patterson, "Wildfowling in Manitoba," "Canada and the United States," "The New High School," "Golf in Canada" by J. T. Clark, "Municipal Home Rule in the N.W.T.," and a list of short stories, sketches, etc.

Cassell's (Christmas) will be richly illustrated and will contain "Highwaymen's Inns," "Sir L. Alma-Tadema," "Ladies in Parliament," "Lord Kitchener," "Sleds and Sleighing," and a galaxy of Christmas stories by popular writers.

Century (Christmas). In this number will begin the first of a series of papers on "Lincoln the Lawyer," by Frederick Trevor Hill. A humorous serial story by the author of "Susan Clegg" will appear, together with the second installment of "Fenwick's Career," by Mrs. Humphry Ward. A number of short stories are arranged for.

Chambers' Journal (November) contains "Adventures Among Books," "The Head Hunters of North Borneo," "A Glass of Madeira," "The Decrease of the Swallow," "Pearling in Torres Strait," "The Strength of Life," "Modern Athens," "Perils in Retiring from Business," etc.

Cornhill (November) contains "Reminiscences of a Diplomatist," "The Creation of the British Museum," "Sergeant Conway," chapters of A. T. Quiller-Couch's serial "Sir John Constantine," and several short stories.

Critic (November) contains "Some Recent Books on

Russia," "The Popularity of Bernard Shaw," "New Orleans in Fiction," "A Concord Note Book," "Women's Clothes in Men's Books," "The Joyousness of Books," "Mr. Sothern as a Producer," etc.

Everybody's (November) contains "The Rothchilds of France," "The Sacred Animals of India," "Frenzied Finance," "The Players," and stories by several well-known writers. Charles Edward Russell, who wrote "The Greatest Trust in the World," begins a new series of articles called "Soldiers of the Common Good."

Lippincott's (Christmas) will contain a full complement of interesting material. Grace MacGowan Cooke writes the complete novelette, "Of the Lion's Bread," a romance of the coal fields. Marion Harland tells a personal experience on Christmas Eve in Bethlehem. Ralph Henry Barbour contributes an automobile story and among the other writers are several of note.

McClure's announce a splendid program of features for the next twelve issues. "The Reminiscences of Carl Schurz" will be a prominent feature. The staff writers, Ray Stannard Baker, Lincoln Steffens and William Allen White, will contribute papers on important public questions and there will be a splendid array of fiction.

Outlook (November) contains "A Day With a Forest Ranger," "Japanese Pictures," "The Collection of Antiquities," "The Twin City of the Magyars," "Tarry at Home Travels," "Dorchester House," "Defenders of Self-Government," "Charles E. Hughes."

Pall Mall will contain 180 pages, printed on fine paper. Cutcliffe Hyne contributes another McTurk story entitled "The Balance of Power." H. B. Marriott Watson tells a dashing story in "My Lady's Ring." E. Nesbit and Mrs. Molesworth contribute stories for children. Maarten Maartens tells of "The Great Hail Gamble." Other contributors are Eden Phillpotts, Barry Pain and H. G. Wells.
the Cranberry."

Review of Reviews (November) contains "The Driving Power of Life Insurance," "The Jew in American History," "Rural Ireland as it is To-Day," "The Workings of the Irish Land Law," "The Playground City," "Russia's First Parliament," "The Sanitation of Japan's Navy," "Church Federation in England," etc.

Royal (November) is as usual a bright publication. "From the Stalls" contains pictures of stage favorites. "Teaching a Dog Tricks," "The Magic of a Beautiful Skin," "Picture Paragraphs," "The Prince's Special Train," etc., are among the interesting articles in this number. There are also several stories.

Scribner's (Christmas) will be made up principally of illustrated stories by clever writers. Among the authors will be Frances Hodgson Burnett, Henry Van Dyke, Richard Harding Davis, F. Hopkinson Smith, Nelson Lloyd, etc. Several of the illustrations will be done in color, several in tint and the colored cover will be a very handsome one, designed by Blendon Campbell.

Windsor (November) contains "The Art of G. A. Storey," "My Friends in Feather and Fur," "Localized Eatables," "Woodcraft," and an excellent collection of fiction by Robert Barr, Eden Phillpotts, E. Nesbit, Florence Warden and others.

World To-Day (November) contains "Japan as a Commercial Rival," "Chicago's Traction Question," "County Library Pioneering," "The Salmon Fisheries of the Northwest," "A Logging Camp in the Northern Woods," "Reforming Athletics," "Observing an Eclipse in Labrador," etc.

CANADIAN BOOKSELLERS AND NEWSDEALERS

WHO DEAL IN MAGAZINES

SHOULD SEND POSTAL CARD REQUEST AT ONCE FOR ILLUSTRATED PROSPECTUS OF SCRIBNER'S MAGAZINE FOR DISTRIBUTION TO CUSTOMERS.

THE PRINTING IS BEING DONE IN TORONTO AND THE CANADIAN SUPPLY WILL SOON BE READY FOR SHIPMENT.

ADDRESS

SCRIBNER'S MAGAZINE

CIRCULATION DEPARTMENT

153-157 FIFTH AVE., NEW YORK

DEALERS WHO WISH A POSTER FOR THE CHRISTMAS SCRIBNER'S ARE REQUESTED TO NOTIFY THE PUBLISHERS AT ONCE.



Perfumes for the Holiday Trade

Natty and effectively packaged perfumes at prices that appeal to the buying public. The above represent our

5 and 10c. retail lines

Our Quarter and Half-Dollar ranges are particularly striking values.

Beautifully packaged goods in Holiday Boxes and Baskets to retail at 75c. to $1.50

Violet Smelling Salts,
Eau de Cologne, Lavender Water,
All to retail at a Quarter

Papeteries
A nicely assorted Xmas line

The Kelk Sutcliffe Co.
Successors to
F. and E. W. KELK.
76 YORK STREET, BELOW KING. TORONTO

CHRISTMAS NUMBERS

of the

Leading English Magazines

Canadian Editions

The following prominent English Magazines, of which special **Canadian Editions** have been placed on this market during the year past, have met with the warmest approval and success, and we are pleased to be able to announce that the Christmas Issues, which are published in London at double price, are for sale in Canada at the **regular monthly price.**

CHRISTMAS DOUBLE NUMBERS:

"The Windsor Magazine"
Fifteen Cents

"The Pall Mall Magazine"
Fifteen Cents

"Cassell's Magazine"
Fifteen Cents

"Weldon's Ladies' Journal"
Ten Cents

"The Grand Magazine"
Ten Cents

CANADIAN EDITIONS

FULLY RETURNABLE LIBERAL TRADE PRICES

The Toronto News Company, Limited, Toronto

The Montreal News Company, Limited, Montreal

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

OFFICES :

CANADA—

MONTREAL (Telephone 1255) - - - - 232 McGill Street
TORONTO (Telephone 2701) - - - - - 10 Front St. East.
ST. JOHN, N.B. (J. Hunter White), - - No. 3 Market Wharf.
WINNIPEG, (F. R. Munro) - Room 511 Union Bank Building. Telephone 3726

GREAT BRITAIN—

LONDON, ENG. (J. Meredith McKim) - - - 88 Fleet St. E.C. Telephone, Central 1296.
MANCHESTER, ENG. (H. S. Ashburner) - - - 18 St. Ann St.

FRANCE—

PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, $1.00.
Great Britain and elsewhere - - 4s. 3d.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XXI NOVEMBER, 1905. No. 11

NEW ADVERTISEMENTS.

Hourd & Co., London, Ont.
McClure, A. C., & Co., Chicago, Ill.
Millar & Lang, Glasgow, Scot.
Musson Book Co., Toronto.
Parish, C. R., & Co., Toronto.
Wilcox, H. H., Buffalo, N.Y.

HELPFUL ADVERTISING.

MANUFACTURERS are constantly striving to solve correctly the best kind of advertising to supplement their trade newspaper work. Advertising directly to the trade is nowadays recognized as the surest and best method of introducing new lines and pushing standard numbers. This system followed up by progressive travelers and backed by goods of merit tells the tale of success. This is all based upon the correct argument that the retailer is the "king of the business," and the first necessity is to get the goods on his shelves. Display cards and numerous other accessories are willingly furnished by progressive manufacturers to aid in the sale of their goods at retail. This co-operative spirit does the work. However, firms of national importance with a large output can profitably expand upon this idea by advertising in numerous ways to the general public to create a demand upon the retailer for their goods.

The problem in such cases is to use mediums which will reflect locally upon the dealer, and the retailer is of untold benefit in advising ways and means for the manufacturer to accomplish this purpose. In this connection an advertiser in Bookseller and Stationer recently drew our attention to the lamentable lack of enthusiasm and support from the trade in furnishing helpful criticism in this respect. This firm, of world-wide reputation, advertising a well-known article, had contracted for an extensive street car advertising campaign and after space had been utilized for some time they expected to have at least some comment from the trade, whom they desired to benefit locally by this large expenditure. No criticism was forthcoming and they were at a loss to decide whether the venture was a judicious one or otherwise. A dealer's views are appreciated and as he is directly interested in such advertising his co-operation is essential. It is to be hoped that the trade will not consider their criticisms a form of "butting in," but rather a move in the other direction. More enthusiasm and co-operation is required.

GET TOGETHER.

ACROSS the line the marked interest in the formation of stationery organizations has culminated in the formation of a national association which last month held a successful convention at St. Louis. Over there associations have accomplished even more good than the most optimistic of the organizers had expected, and this success has led to the enrollment of practically all important centres. Abuses and aggravating situations have in many cases been corrected. Competitors have learned that the other fellow is not such a rascal after all. Canada is being affected by these conditions and the association idea is gradually being fostered. Something along the line of the "Boost Club" of New York which includes manufacturers, jobbers and retailers of stationery is entirely feasible.

A great trouble seems to be the luke-warmness of firms whose presence is essential to the success of the body. Further, there is the disinclination of some one to lead the movement and do the hard work. The New York "Boost Club" preaches no dry doctrines but rather appeals to the sense of brotherhood that lies in us all. The trade needs a better acquaintanceship and understanding, to promote friendship and to teach the business as well as social value, the kind word and helping hand. Who will have the honor of being the pioneer ?

ENGLISH PUBLISHERS AND CANADA.

ANOTHER evidence of the growing importance of the Canadian field in the eyes of English publishers is the announcement that Macmillan & Co., of London, are about to open a branch office in Toronto, through their New York office. This move, following on the steps of the opening of a Canadian office by Henry Frowde of the Oxford Press, is most significant. To our minds it is the precursor of several more such moves.

For a long time it has been the habit of English publishers to disparage Canada, but the day when such disparagement is in keeping with conditions is long past. It can be shown on the best of evidence that Canadians spend more money per capita on books than the people of the United States. It is also abundantly evident that Canada's population is advancing by leaps and bounds. Consequently within a few years there will be a reading population in Canada that will have to be reckoned with.

THE ROTARY SERIES

2d. Post Cards.

Black and White Matt Cards.

Actors, Etc.
Actresses, Etc.
Actors and Actresses in their Motor Cars.
Actresses—Oblong Heads.
" Large Heads.
" Camile Clifford (Side Glance).
" Marie Studholme (Wave Series).
" Marie Studholme (Side Glance.)
Alphabetical Sets.
Animals.
Art Relief Series (Actresses) **3d.**
Authors and Poets.
Celebrities.
Celebrities in their Motor Cars.
Comic.
Cricketers.
Crowned Heads.
Fancy Series.
Figures and Landscape Series.
Golf Players.
Jockeys.
Judges and Counsel.
Landscapes, Views, Etc.
Ministers of Various Denominations
Motors and Motorists.
Musicians.
Painters.
Reutlinger Parisian Series.
Royalties.
Statesmen, Generals, Admirals, etc.
Tennis Players.
Theatrical Plays (Packets of 6, 1/-)
Vocalists.
Yachts, etc.
Christian Names Series.
Miscellaneous Greetings.

POST CARDS

Real Photographs

7,000 Assorted Designs, All Good Sellers.



Miss Zena Dare.

The Finest and Best Collection of Photographs in the Market.

BROWN GLOSSY POST CARDS

HAND-PAINTED SELL 3d. EACH

Song, Motto and Comic Post Cards

Photographs from Life Studies and Life Models, with Mottoes or Verses, Songs, Etc.

LISTS UPON APPLICATION.

2d. Post Cards.

Brown Glossy Cards.

Actors.
Actresses.
Alphabetical Set.
Authors and Poets.
Animals.
Birds.
Celebrities.
Celebrated Theatrical Sisters.
"Christian Name" Series.
Distinguished Theatrical Couples.
"Greetings from Towns" Series
Landscapes.
Miscellaneous Greetings.
Ministers of Various Denominations
Musicians and Vocalists.
"Old Master" Series.
Royal Navy.
Royalties.
Song, Motto and Comic Cards—
- Sacred Verse Cards.
- Hunting Scenes.
- Song Cards.
- Sentimental.
- Children.
- Animals.
- Landscapes.
- Comic and Mirthful.
- Loud Sayings and Nicknames.
- Love and Sentiment.
- "Bill Bailey" Quotations.
- Black List and Comic.
- Domestic and Sentimental.
- Miscellaneous.

Statesmen, etc.
Sunbeam Series.
Triple Series.

PHOTOS—

Printed on Rotograph Platino-Bromide Paper.

Published by the . . . **The Rotary Photographic Co., Ltd.,**

Works: West Drayton, Middlesex. **12 New Union St., London, E.C.**

PICTURE POST CARDS

SANTA CLAUS POST CARDS.

W. G. MACFARLANE, 72 Bay street, Toronto, is putting out a series of eight Santa Claus post cards. These are letters, telegrams, and telephone messages from Santa Claus to children, telling them to be good boys and girls and hang up their stockings on Christmas Eve, and he will fill them with good things. There are eight subjects handsomely and artistically printed in bright crimson, green, blue, yellow, etc.

Mr. MacFarlane expects to sell one million of these cards this Christmas in the United States and Canada. He is advertising them extensively, and he feels sure they will prove the best sellers among the Christmas post cards this year. They are bound to appeal to every child, for nothing could please a child better than a direct letter from Santa Claus himself. No dealer should fail to have these cards. Mr. MacFarlane has been selling them burnt and colored on leather, and has sold them in this way all Summer and Fall.

One subject shows Santa Claus going through the Forest with his bag of toys on his back. In another he is in his work shop making toys, another shows him filling Christmas trees, in another he is traveling through the air with his reindeer, in another he is going down the chimney, and in another issuing from the chimney. Another is a telegram and shows a railroad track. In another he is telephoning to the children and stockings are seen suspended from telephone wires. These cards are being offered to the trade at $1.50 per hundred, and no dealer in Canada should fail to have them. Mr. MacFarlane will be pleased to furnish samples to all inquirers.

Mr. MacFarlane has been making some changes in his quarters at 72 Bay street, Toronto. He has fitted up an attractive looking sample room to display all his different lines, and dealers visiting the city are cordially invited to call at his sample rooms. These are in the Westwood Building, at 72 Bay street, between Wellington and King streets.

Mr. MacFarlane's line has grown very extensively since the Spring, and now covers quite a large range.

DOING A LARGE BUSINESS.

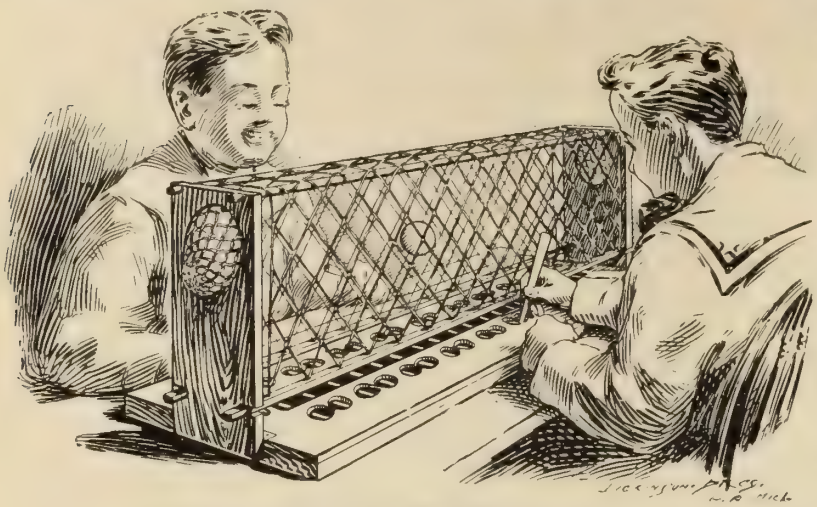
AMONG the firms in Toronto dealing in picture post cards is the old established and reputable firm of C. R. Parish & Co., 304 Yonge street. Mr. Merrill, the head of the firm, is a graduate of Toronto University, and the ability he shows in conducting his business is evidence that he did not cease using his brains when he took his degree. The firm has three stores in Toronto, each making a specialty of picture post cards, and, as some indication of the extent of the business, the sales over the counter of Labor Day of this year totalled $118, while one week's shipment during October exceeded 50,000 cards. Large importations are made from Germany, Great Britain, and the United States. There is in stock a very saleable and unique variety of comics and burnt leather and wooden cards. Besides cards, there is always on hand a heavy assortment of hand-books, such as ready reckoners and business manuals, and a large importation has been made of stereoscopic views and stereoscopes, as well as of colored engravings for framing.

Mr. Merrill recognizes that to create business you must bring your goods before the public, and hence is



W. G. MacFarlane's Style A Halftone.

THE NEWEST GAME: PARLOR FOOT BALL



Patent applied for.

Foot ball is recognized as one of the most popular of outdoor games for young men and boys. Girls would like to join in the game too if it were not so "rough."

The accompanying cut shows the game with "the roughness" taken out, as arranged for indoor use, in which the GIRLS MAY TAKE PART, making it doubly interesting.

All the regular Foot Ball manœuvres can be played with this new game which is just out and "SELLS AT SIGHT."

Frame of hardwood. Handsome and attractive in appearance; popular price. Size, 28 inches long, 9 inches wide, 9½ inches high.

YOU WANT TO SEE IT?

To INTRODUCE QUICKLY, we will, if ordered DURING NOVEMBER, express ½ dozen as samples to any legitimate responsible dealer, for $3.00, remittance to us at par here ON RECEIPT OF THE GOODS. WE PREPAY ALL EXPRESS CHARGES, etc., in ONTARIO and QUEBEC, and half of same for Eastern Provinces, Northwest, and British Columbia. WRITE AT ONCE a postal to

HOURD & COMPANY, LIMITED

London, - Canada

MANUFACTURERS.

Also manufacturers of the FAMOUS **"ACME CROKINOLE"** and the Carrom-Archarena Co.'s line of Game Boards for Canada.

NERLICH & CO., Toronto

Catalogue and can supply this game.

judiciously spending money in advertising, while in the store he has made most comprehensive arrangements for the display of goods both in racks and in showcases and other fixtures. As his assortment has been carefully selected, and is of excellent quality and design, the result is most pleasing and thoroughly conducive to business.

HOLIDAY DESIGNS.

An almost unlimited range of designs in cards suitable for Christmas and New Year purposes is manufactured by the Rotary Photographic Co., Limited, of New Union street, E.C., London, England. This company have long been noted for the excellence of their work, and their holiday offerings are of a high order of merit. A great many of the cards are suitable for children, including Santa Claus sets and Nativity sets. There are also many fancy designs and Winter scenes.

THE OCEAN TO OCEAN SERIES.

Warwick Bros. & Rutter, Limited, Toronto, have now completed their Ocean to Ocean series of picture post cards. The series includes several hundred Canadian views, all richly colored. It may be divided into Western Scenes, Maritime Scenes, General Canadian Scenes, Mountain Scenes, Garden of Gulf Scenes, Evangeline Land Scenes, and Niagara Falls Scenes. All points of interest in Canada are covered. The cards may be obtained singly or in bulk.

NOTES.

About fifty typical Canadian scenes in burlesque have been prepared by Warwick Bros. & Rutter, Limited, Toronto. The first series of six is called the Six Sports, and illustrates such games as hockey, football, lacrosse, etc. These cards are beautifully colored and should take well.

A handsome series of moonlight effects on Humber Bay have been printed by Warwick Bros. & Rutter, Limited, in duotone brown ink. These cards are very pretty and suitable for framing.

Warwick Bros. & Rutter, Limited, have just received 154 different designs in Tuck's Christmas and New Year

Will Delight One Million Children this Christmas



Letters from Santa Claus to children, handsomely printed in bright crimson, yellow, green, blue, etc. Very artistic in workmanship. These are Letters, Telegrams and Telephone Messages from Santa Claus to children and will delight every child. No dealer should fail to have them. They are winners. Eight subjects in all. ☞ The best Christmas Postcards that will be on the market.

Price—$1.50 per hundred, Discounts to Jobbers.

Write at once for samples to

W. G. MacFARLANE, 72 Bay Street, TORONTO

Everybody Under the Sun

Uses



Pictorial Post Cards

Write for Catalogues and prices. Millions of cards published yearly suitable for every conceivable class of trade.

MILLAR & LANG, Limited

Defy Competition in reproducing Post Cards from customers' photos, in their Gold Medal Patent Colour Process.

QUALITY, PRICE, AND QUICK DESPATCH BEAT ALL RECORDS

QUALITY—In every case maximum quality for minimum cost.

PRICE—1,000, each subject
2,000, " "
3,000, " "
5,000, " "
At prices according to quantities.
Write for Quotation.

DESPATCH—Within 4 Weeks from receipt of Prints.

Specializers also in **Xmas Cards, Wedding Cards, Ball Programmes, Menu Cards**

Without exception every card is manufactured in its entirety at their Works in Glasgow.

Millar & Lang, Limited

WORKS: 46, 48, 50 Darnley Street and Fourth Street, GLASGOW, SCOTLAND

LONDON HOUSE: 49, Queen Victoria Street, E.C.

A MILLION PICTURE POST CARDS

Local, Foreign, Comic

Let us prove to you that we have the most saleable, attractive and unique series of Cards at popular wholesale quotations. Comic cards 50 cents per hundred, higher grade 75 cents per huudred. Tuck's Silverettes 10 cents per package, burnt leather, unsurpassed, $5.00 per hundred, $45.00 per thousand. Local views with customer's imprint, $9.00 per thousand; wooden cards, unsurpassable, $5.00 per hundred, $45.00 per thousand. We are also one of the largest importers of choice original stereoscopic views and stereoscopes, colored engravings for framing, hand books, such as Irish Wit and Humor, Speeches and Toasts, Lee's Priceless Recipes Ready Reckoner, Vest Pocket Dictionaries, Hand Bibles, Teachers' Bibles, etc., etc.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**

2,000 Cards for $10.00

You can get a fine assortment of Souvenir Picture Post Cards by buying this special lot. A wide range of Comics, Scenery, Castles, English, Scotch and Irish typical scenes, and a host of other cards portraying places of interest.—2.000 for $10.00.

If 2,000 is too large for your trade send us $6.25 and 1,000 will be forwarded.

CHRISTMAS CARDS.—Fine assortment in Souvenir Card style. $1.50 a hundred.

You should also have a hundred Tag Postals—$2.00; retail 5c. each. Sell wherever shown.

W. R. ADAMS, 401 Yonge, Toronto.

Calendars and Calendar Pads

FOR THE
PRINTING AND STATIONERY
TRADES

H. H. WILLCOX
895 Niagara St., BUFFALO, N.Y.

TWELFTH YEAR
DUTY PAID INTO CANADA
PROMPT SHIPMEHT

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P.O. Box 334, OTTAWA. ONT.

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

THE PUBLISHERS and PRINTERS OF THE WELL KNOWN "RAPIDO" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrites, Royalty, Actresses, Singers, Statesman, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series ***"Sports" Series*** ***"Comic" Series***
"Alphabetical" Series ***"Name" "*** ***"Xmas"***
"British View" Series

"Cameo" (Bas Relief) Postcards. Photos of Celebrites of the Stage.

Sole Agents for Canda **THE ILLUSTRATED POST CARD COMPANY, 185 St. James St., MONTREAL**

cards, embracing a great many different styles of card.

The Canadian Private Post Card Series, issued by The Copp, Clark Co., Limited, are elaborate. The designs are lithographed in color and represent a variety of subjects, all congruous. Bronze work is employed effectively, and some beautiful tints produced. The series will no doubt prove a favorite with the trade.

The Copp, Clark Co. are Canadian agents for the National Art Views Co., of New York, and are handling a very handsome line of three and four color post cards made by that concern. The line includes a number of subjects that are of special merit, amongst them being the "Nation" series, the "Society Girl" series, "The Seasons," "Sporting Girl" series, "Athletic Girl" series, "City Girl" series, and "Old Miniatures," and a number of very fine landscape and marine pictures. The cards are such as will be valued by collectors, as they are well drawn and beautifully printed.

The Copp, Clark Co. are handling a very nice line of Valentine picture post cards, amongst them being the following: Box No. 44, 50 cards, assorted, all specially embossed, heart shaped, designed on bronze background; Box No. 46 contains 25 cards, all finished in satin effect, showing figures, floral and bird designs, etc., on richly colored satin background; Box No. 48 contains 50 assorted post cards in birchbark background effects, with heart-shaped floral and figure design, embossed.

Valentine's Day, February 14, is not so far away but what it needs the attention of the retail stationer. There is little doubt but what a good demand for Valentine post cards will occur and our readers will be wise in preparing to meet it.

NEW HOLLY PAPETERIES.

Bookseller and Stationer inspected two pretty boxes of holly papeteries which Warwick Bros. & Rutter, Limited, will soon have ready. They are covered with holly floral paper, in both plain and gilt effects. They make a very pretty appearance.

A NEW LIQUID GLUE.

Warwick Bros. & Rutter, Limited, have secured for the Canadian market a new liquid glue, called "Bulldog," which is guaranteed by them to equal the best on the market. It sells at 10c. a tube or bottle.

SAY! IT'S AWFUL

the number of Souvenir Cards we're selling. We have just published

A New Original Line of Comics

You cannot do without them if you are at all up-to-date. Send for samples

G. A. WEESE & SON, 44 Yonge St., **Toronto**

GIVEN AWAY FREE

for this month only. We will give away entirely free, a

FINE ENAMELLED REVOLVING CARD RACK (72 Spaces)

with every order for 1,000 of our comic Picture Postals, the greatest selling comics in the country. Price, only $9.50.

We have the largest and best assorted stock of **CHRISTMAS AND NEW YEAR'S PICTURE POSTAL CARDS** it is possible to find anywhere.

LATEST PARISIAN CARDS, including Christmas Chromos, Winter Scenes, Embossed Cards, &c., also the famous hand-painted and embossed cards with velvet finish, true to nature. Prices from $1.50 to $20.00 per 100.

D. & F. BEAUTIFUL SERIES of Christmas cards, suitable scenes and greetings, lovely colorings. Only $1.50 per 100.

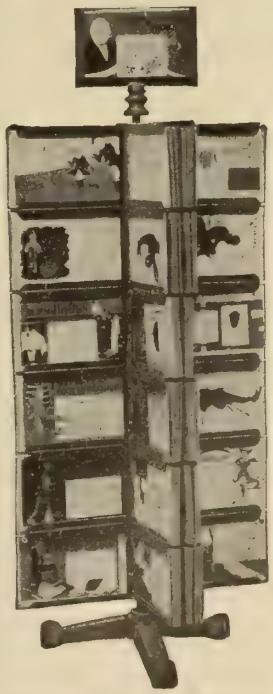
COMIC CHRISTMAS CARDS, some of the funniest views yet published. Greetings for everyone. Quick sellers. Only $1.50 per 100.

LOCAL AND CANADIAN VIEWS. Full stock on hand of all the latest views of Canadian places of interest. Special prices for cards illustrating your own town.

Write us for samples and particulars, or see our travellers.

The Illustrated Post Card Co.

471 TEMPLE BUILDING, MONTREAL



This Stand is Made of Solid Metal
HOLDS 2,000 CARDS and DISPLAYS 50
The Best Revolving Stand Made

1,000 FUNNY

(Very Funny)

POST CARDS

AND THIS

METAL REVOLVING STAND

for **$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, ***beautifully executed in three colors,*** that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 5c.

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

342 DEARBORN STREET, CHICAGO, Ill.

Publisher of Post Cards that Sell

PRIVATE GREETING CARDS

The **Most Appropriate** and **Up-to-Date** designs selected from Hills & Co. "For the Empire" Series.

116 designs, ranging in price from $2.00 to $10.00 per 100.

Christmas Cards

Emblematic of Canada.

17 different designs. Beautiful covers, with appropriate verses and views.

Maple Leaf Xmas Post Cards

Showing combinations of Holly and Maple Leaves, with season's greetings.

100 Assorted Cards in a Box.

Pictorial Post Cards

We are the Canadian Agents for Davidson Bros ' publications, embracing the work of the most celebrated artists in the **Comic, Scenic, Figure,** and other series. All are produced in **England.**

Calendars

Another large consignment just to hand.

TEN designs of FIVE-CENT line.

EIGHT designs of TEN-CENT line.

These are the ***QUICK SELLERS.***

THE COPP, CLARK CO., LIMITED

64 and 66 FRONT STREET WEST

TORONTO

CALENDARS AND CHRISTMAS CARDS

ART CALENDARS FOR 1906.

FOX, DUFFIELD & COMPANY, of New York, have issued four elaborate calendars for 1906, each marked by the excellence characteristic of this firm. Probably the most attractive is the Babes in Toyland calendar, consisting of six leaves and a cover. The pictures are delightfully quaint and are richly colored.

The Canterbury calendar likewise has six leaves besides cover, with inscriptions in Old English. The pictures depict scenes from Chaucer's Canterbury Tales, introducing several of the pilgrims. The coloring is soft and delicate.

A St. Francis calendar contains "The Canticle of the Sun." It consists of six leaves and cover designed in red, gold and black by Marion C. Bridgman.

The Poet's calendar is simpler than the preceding calendars in design, being printed in red and black. The verses selected are appropriate to the seasons and several of the older poets are represented.

PENNY CALENDAR.

A cute little desk calendar, which will sell for two or three cents, is made by the Brooke Manufacturing Co., of Birmingham, England. The frame is figured and equals silver in appearance. It is supported by a solid metal strut, which can be fixed at any angle desired. The frame can also be supplied electro-brassed on zinc at the same price. The printing of the date card is done in first class style in red and black. In five gross lots 13s. 6d. per gross ; in ten gross lots or over 13s. per gross ; discount 50 per cent. Carriage paid to port and indents through British merchants.

A somewhat similar line is the Penny Photo Frame which has a heavily plated frame of nickled zinc or brassed zinc with strong wire strut, glass and card. These come packed three dozen in a box at 12s. 6d. per gross and 50 per cent. discount.

CANADIAN CALENDARS.

A member of Bookseller and Stationer's staff has been shown advance copies of some highly meritorious Canadian calendars, which have been produced by Warwick Bros. & Rutter, Limited, Toronto. The calendars are not too large and not too small. They consist of six decorated leaves, in the centre of which different different Canadian views have been inserted. The printing of these calendars in colors has been tastefully executed. The designs are floral, that on the outer leaf being made up principally of maple leaves.

The calendars include one of general Canadian views, one of Niagara Falls views, one of Maritime Province views, one of Prince Edward Island views, and a large number devoted to views of leading Canadian cities.

SOLE AGENTS FOR CANADA.

The Methodist Book and Publishing House, Toronto, have the sole Canadian agency for the art goods of the International Art Publishing Company. These include an immense range of calendars in all styles and sizes.

CHRISTMAS CARDS IN ADVANCE.

The post office is always thoughtful, and the arrangement it has made by which Christmas letters can be sent off now to wait at the Manchester post office until the happy day comes, is only one example of many thoughtful things it does. Probably, however, there will be some grumblers who will say they would rather send off their Christmas letters at Christmas than at Michaelmas. They will urge that items of information concerning their health at Christmas would reach their friends with greater accuracy if written about that time, as well as posted then. They will point out that they do not care to write now to people with whom they may have quarrelled in the next six weeks. Certainly, it might mar the peace of a lady's Christmas Day if she knew that a card, posted in October, and bearing the lines :

> May love and friendship greet you now
> Beneath the cheerful holly-bough.
> With love from Mousie—

were going to be delivered to another lady who in November called her a nasty cat, and with whom she has not since been on speaking terms.—The Bystander.

FRENCH-CANADIAN PORTRAITS.

La Cie Cadieux & Derome, Montreal, are issuing a handsome series of portraits of French-Canadian celebrities. These are nicely mounted and sell at $1 for size 11 by 11 and $2.50 for size 19 by 25. Many ecclesiastical dignitaries and public men are included in the series.

CANADIAN DESIGNS.

Menzies & Company have quite a few new lines showing this month. Amongst their private Xmas card blanks were noticed many beautiful Canadian designs such as the Canadian coat-of-arms, the arms of the Provinces, maple leaf designs, etc. The work is of the highest quality imaginable and reflects great credit on the manufacturers, E. W. Savory, Limited.

PRIVATE GREETING CARDS.

Books containing thirty-five different designs in Christmas greeting cards have been sent out to the trade by Warwick Bros. & Rutter, Limited, Toronto. These can be used for canvassing purposes to good advantage, and all the dealer has to do is to send in the order and name, and Warwick Bros. & Rutter do all the rest. Cards can be sold in 12, 25, or 50 lots, tied with ribbon and name imprinted.

ASSORTED ENVELOPES.

What has long been wanted by the trade is an assortment of different sized envelopes to suit all sizes of Christmas cards. This want can now be supplied by Warwich Bros. & Rutter, Limited, of Toronto, who provide boxes containing 500 envelopes of 14 different sizes, ranging from small to large.

CALENDARS FOR DISPLAY PURPOSES.

So elaborate and so numerous are this season's offerings in calendars that no dealer should have any difficulty in making a generous display both in store and in window. Nothing could be selected from the Christmas stock that would be more appropriate for this service. The handsome designs, the bright colors, and the large size of most of these calendars, render them highly suit-

able for decorative purposes. As a background to the window or as a ledge trim they are excellent. Their bulk enables a good showing to be made with only a few of them. Their coloring attracts the eye and relieves the monotony of dull shelves.

A GOOD CANVASSING PROPOSITION.

This is the time of year when booksellers should secure orders for the Canadian Almanac for 1906. By the expenditure of a little energy a good trade may be worked up amongst the lawyers, doctors, Government officials, and leading public men in each town. The publishers allow a good discount off the retail price, so that it is worth while to push this publication.

"THE BOOSTER."

THE October Souvenir edition of the Booster, of 92 pages, fully realized the fondest expectations of the trade across the line. The National Association of Stationers and Manufacturers, St. Louis, October 9-12, was the occasion of this enlarged edition of a paper which is winning many new friends. The National Association is only a year old but of remarkably sturdy character and bids fair to excel the hopes of its sponsors. It receives a firm support from "The Booster," and is given the bulk of attention in the October issue. This number also treats fully of the growth and importance of all the principal booksellers' and stationers' associations throughout the United States. Photographs are profusely used and the number is attractive from every point of view. John O'Shea, the art editor, lends spice to the prosaic matter by his clever cartoons.

The Boost Club of New York is duly appreciated, and much space is devoted to the personnel of the association, as well as to the object of this popular club. The Boost Club motto, which is as follows, is well practised :

The Boost Club Motto.

"We shall pass through this world but once; if, therefore, there be any kindness we can show or any good thing we can do to our fellow being, let us do it now : let us not defer nor neglect it, for we shall not pass this way again.

"THE BOOST CLUB OF NEW YORK."

Mr. Walter F. Mullen, of the L. E. Waterman Co., New York, a Canadian by birth, and lately identified with the Canadian business of the Waterman people, contributed an excellent article of sound commercial value on the "Opportunity for the Manufacturers of Stationery and Allied Lines in Canada." Mr. Mullen is well qualified to speak authoritatively, and the statistics given show a great deal of valuable research. The Canadian tariff is treated accurately and suggestions for doing business in Canada are practical. A branch of the parent concern is considered advisable.

An interesting article, entitled "The Pioneer Exponent of the Fixed Price System," gives due credit to the praiseworthy efforts of the L. E. Waterman Co., New York, in this direction. The Waterman publication, "The Pen Prophet," is also mentioned in this connection.

The Booster is published at 28 Reade street, New York, with William P. Christopher as managing editor. Mr. E. J. Kastner, manager of the L. E. Waterman Co. of Canada, Limited, Montreal, is their Canadian correspondent.

"Koh-I-Noor" Pencils

Are the acme of perfection in the art of pencil making.
The dealer can recommend and sell them, knowing he will never hear a complaint.
For minimum-priced copying ink pencils it will pay you to handle the famous

"Mephisto" Copying Pencils.

Pliable "H" Rubber

Always does clean work and never gets hard.
It will please both you and your customers.

We carry a complete stock of the above standard lines and solicit your orders, which will have our prompt attention

THE BROWN BROTHERS, Limited
Manufacturing and Importing Stationers
TORONTO

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

THE AWARD IN OUR COMPETITION.

By Harry A. Woodworth.

I HAVE been entrusted with the task of deciding which advertisements, of those submitted in response to a recent offer made by Bookseller and Stationer, attain "a certain standard of excellence," and so are entitled to honors and honorariums. It seems to me that it is not out of place to require a very high standard of excellence, indeed, to be worthy of such prizes as either a year's subscription to Bookseller and Stationer, or that valuable book written by a Canadian, J. Angus MacDonald's "Successful Advertising," which I consider the most practical of all books on advertising. This is a business epoch when no live business man can well afford to be without a good journal devoted to his trade —preferably one published in his own country—or without some means of instruction in that great modern business science—Advertising.

Such a contest as that set by Bookseller and Stationer is in keeping with the helpfulness of such a business publication. During the time that I was editor of Brains—the Retailer and Advertiser—I searched, week after week, the advertising columns of many thousands of local newspapers, and came to the conclusion that no trade was so much in need of awakening to the value of local newspaper advertising as that of the retailer of books and stationery. And this in spite of the fact that there are few things which better lend themselves to advertising, or which the producers advertise more largely, than this very line.

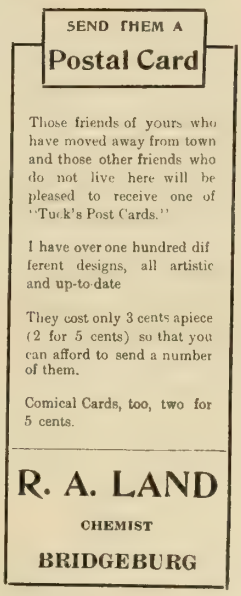
In spite of the fact, I said. I may be wrong—perhaps it is because of the fact. But if you reason thus, I am afraid you have not yet discovered a law which is now being recognized by the best advertisers everywhere. No doubt the large general advertising that is being done by book publishers helps you in an indirect manner. But you are not getting by any means the fullest possible benefit from this very advertising unless you do some advertising of your own. No matter how much general advertising may be applied to the sale of goods, it is local advertising that is the final encourager and amplifier of local trade.

Many wholesale firms have become so convinced of this truth during the last few years that they are actually "coming to the mountain"—they are co-operating with the retailer as regards local advertising. Several wholesale houses—notably a very large silverware concern—supply cuts, etc., which advertise other lines of the retailer's business beside that which they supply. I have even heard that one wholesale firm pays a percentage to retailers of the cost of space in local newspapers for ads which are prepared especially for the people of the retailer's own town, and are hence of a local rather than a general nature. One large firm which manufactures business stationery, and does much general advertising in leading magazines, is working together with printers throughout the United States as regards local advertising.

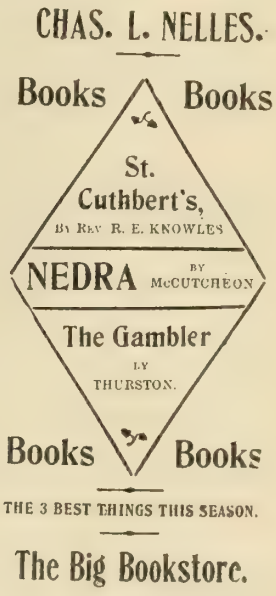
Do not wait, however, until some publisher or wholesale stationer sends you the money to pay for a daily or weekly ad in the local paper, in which you are to make especial mention of his product. Just try a little local advertising yourself, and see if local advertising will not pay you as much as it does the clothier or dry goods merchant of your town.

The Prize Winners.

R. A. Land, Bridgeburg, Ont., sends two advertisements, published in the Review of that town, of which the smaller is reproduced as No. 1. It is well composed, the paneling being simple, but effective, or perhaps it is effective because of its simplicity. The heading contains the element of human interest, and the type is composed so as to be easily read. The paragraphing, and the wide spacing between paragraphs, are commendable. Some critics would say that the proprietor's name is too large; but I remember going to strange



No. 1



No. 2

cities and dealing with firms whose names had been impressed on my memory by ads that I had merely glanced at before I had any idea that I would ever be interested in what they advertised. I dealt with these firms because the sight of the familiar names made me feel as if I was meeting old friends.

The other ad is 7½ inches long, and advertises "Stationery at 25 cents"—and "Correspondence Tablets." Mr. Land does not neglect to mention the price of his wares, as do some of the other dealers who have submitted advertisements.

Mr. Land has one hundred copies of his newspaper ads run off on heavy paper each week to put in packages going out of the store. A good idea—and the extra expense would be very small.

* * *

Chas. L. Nelles, of Guelph, Ont., uses five-inch spaces in both the Daily Herald and the Daily Mercury—a different ad for each paper. He uses striking typographical

effects, which make his ads more prominent than many in the same papers that are much larger. No. 2 gives an idea of his style of advertising, although some of them have brief and breezy talks. It was a very prominent ad in the paper, surrounded, as it was, by closely-set advertisements.

* * *

W. J. Stephenson, of Wetaskiwin, Alta., sends a copy of the Post containing an ad which refers mostly to "Nedra." It is well displayed, and gives just the information about the book that a customer would be interested in, and gives it in a pleasant conversational style. Mr. Stephenson has evidently learned one secret of good advertising—to write as one talks, and to look upon an ad as a salesman.

* * *

Rintoul & Co., of Dauphin, send a copy of the Dauphin Press, in which their four-inch ad has a prominent position at top of column, next to reading matter. The display is in different sizes of one style of type—which is in accordance with the modern idea of type-composition. It is a good ante-holiday ad, for it refers to presents in a taking way.

* * *

W. G. Kent, with the Stanfield-Smith Co., Limited, Truro, N.S., sends, at the request of the Truro News, a number of copies of that paper containing advertisements of the concern, each of which measure 10 inches, single column. He writes: "Of course, I recognize the fact that the one on wall paper is rather long, but my plan is to start the season with one as much as this and continue the subject for a couple of weeks or so, changing it quite often, bringing out the same points, but in a different style. You will notice that I try as hard as possible to write ads in a conversational style, as if the customers were before the counter, when I was speaking to them." Mr. Kent has the right idea of advertising, and he is right about the advertisement being rather too long for what it says, and an introductory ad is generally better short. There's another ad, which appeals to those interested in school supplies, that says nearly as much, but it is far more interesting, and its style gives the impression at first glance that it has something to say. Mr. Kent has many of the qualifications of a good ad writer, but he has evidently not had a course on a daily newspaper, with a heartless but wise city editor wielding the blue pencil.

* * *

The Daily Guardian, Charlottetown, P.E.I., sends an ad of Hazard & Moore, booksellers and stationers, of that town. But it is an ad entirely treating of flowers, and hence is not in accordance with the idea of the competition.

* * *

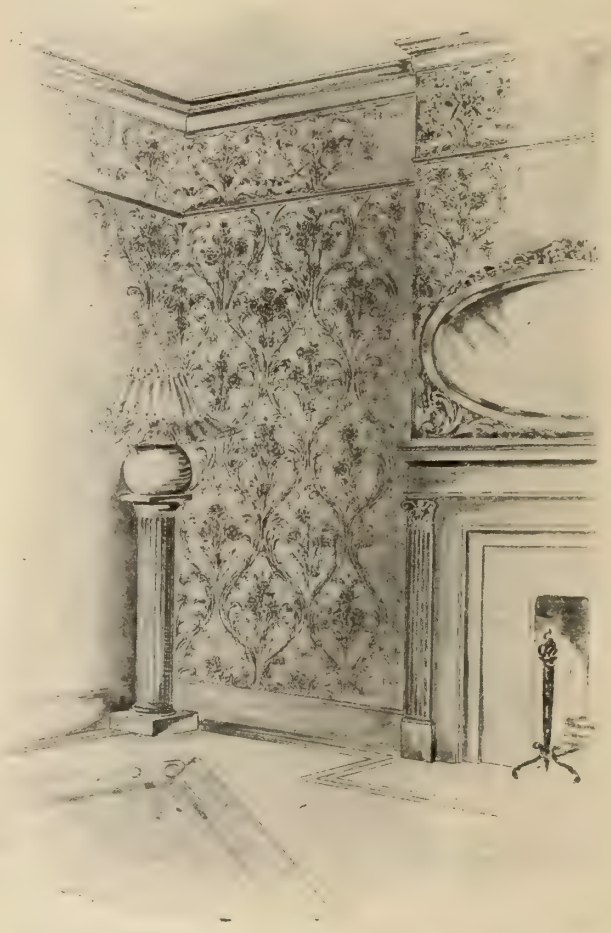
(Editorial Note:—Will the successful competitors kindly advise us whether they desire a subscription to Bookseller and Stationer, for 1906, or a copy of "Successful Advertising?)

* * *

E. H. Devlamm prepares some very serviceable circulars for McMillan's, Petrolia, Ont. The salient feature in these is pointedness. Special sales are given full treatment, and prices are prominently displayed. Objections might be taken to the circulars on two grounds. First, there is waste space on the back; second, they are unwieldy.

WALL PAPER

DEVELOPMENTS during recent years have been such that the utmost care must be taken in stocking wall paper in order that quality and pattern may be right. Wall paper manufacturing has made great strides in Canada of late. The way in which imported papers have been replaced by those of Canadian production is a proof of this. The designs for the Spring business are such as to insure a big business and it is well



Illustrating Drawing Room and Parlor Design No. 1667.
This elegant decoration is manufactured by Stauntons Limited, Toronto.

for merchants to make their selections at once in order that they may not be found unprepared when the season opens. Although the leading mills have increased their facilities for turning out paper during the Summer, yet the anticipated sale of well paper next Spring will keep them running to their full capacity and early orders are essential for early delivery.

The bulk of the retail Spring business is done in a very short time. The period at which it is done, too, varies greatly according to the forwardness or the reverse of the season. For these reasons it is absolutely necessary for the success of the department that supplies should be on hand in good time. A display must be made the very first day of the season, and the merchant who has not got his stock at that time will be out of the running.

Orders are reported by all manufacturers to be com-

ing in satisfactorily. The lines which were submitted in the samples have met with great favor and the previous expectations of the manufacturers have been exceeded by the actual results. Favor is divided, too, and there will be no lack of variety in next year's offerings. This is a desirable feature, for while it makes the manufacturers spread their efforts over a wider field, yet the variety is conducive to greater retail sales.

COLOR SCIENCE.

CHILDREN under seven years of age almost invariably prefer yellow to all other colors, it is said.

Women, according to M. de Cnadolle, are more apt to have brown eyes than any other color, the proportion of that hue being 35 per cent.

Colors passing through a prism can be made to produce sounds. Green and red lights produce the loudest noises and blue and yellow the faintest.

It is said that dew will not form on some colors. While a yellow board will be covered with dew, a red or black one beside it will be perfectly dry.

Careful experimenting has shown that through a certain depth of water, where only 50 per cent. of the red rays passed through, there were 60 per cent. of orange; yellow, 80; green, 90; indigo, 95.

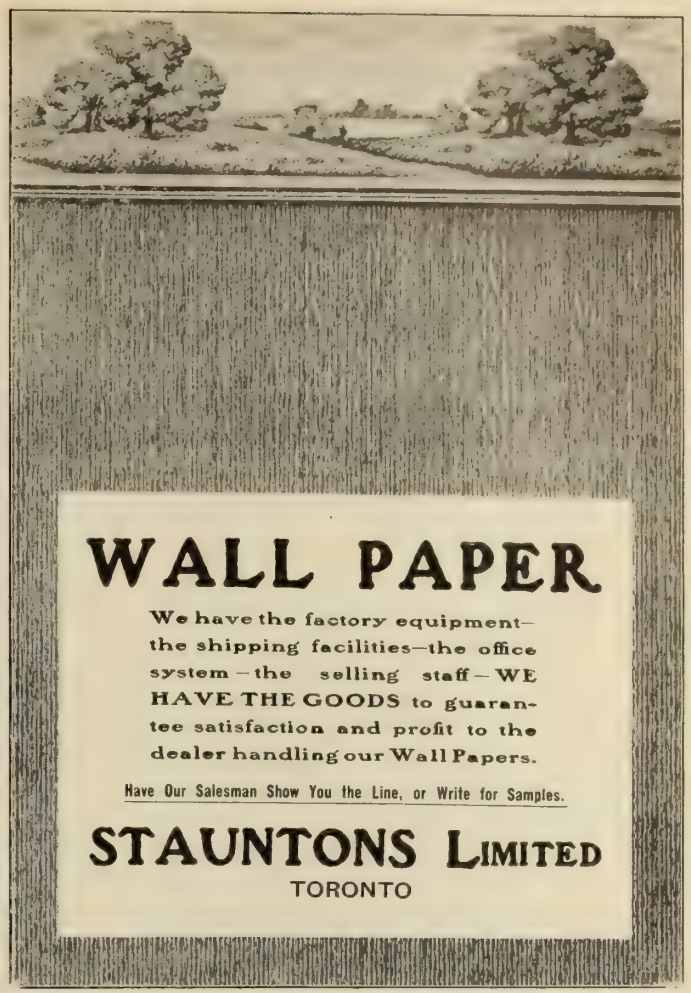
A writer in Science says that in ordinary cases of partial color-blindness the color sensations that remain are blue and yellow, not blue and red or blue and green, as is generally assumed and stated in text-books.

There has been lately found on the Isthmus of Tehauntepec a flower which roughly does the work of a clock. In the morning it is white, at noon red and at night blue, the changes of color being remarkably regular.

THE OFFICE APPLIANCE SHOW, NEW YORK.

THE second annual office appliance and business system show was held in Madison Square Garden, New York, October the 28th, until Saturday, November the 4th. Many Canadian business men and dealers in office supplies attended, and have returned with unbounded enthusiasm for the show which had upon exhibition over 1,000 different valuable and modern office appliances. The progressive commercial stationer is, perhaps, even more closely interested in the innumerable devices than the up-to-date business man. There was much of vital interest and real benefit to the retail stationer.

Bookseller and Stationer was in conversation with one of Montreal's progressive stationery leaders who was an eye witness of the exhibition, and his good words for the L. E. Waterman exhibit will be of interest to Canadian dealers. The Waterman exhibit drew attention to the L. E. Waterman Co., of Canada, Limited, in a creditable manner. This exhibit, according to our informant, was the centre of attraction, occupying, as it did, a prominent position on the Madison avenue side to the right of the main entrance. It was a veritable bureau of information for the visiting dealers, and the unfailing courtesy of those in charge was appreciated. Three huge pillars in the form of fountain pens, in imitation of their silver filigree, made up a triangular exhibit which overtopped the rest of the show. An interesting feature of this display was the actual operation of the Clip Cap machine. Pens designed for every conceivable office use were shown in display cases along the sides, and dealers' assortments were shown at the front in showcases. Pens for every system were, of course, included, and this firm once again proved themselves leaders in every respect.





PERSONAL MENTION.

Mr. M. J. Nixon has taken the place of Mr. H. L. Edwards as Western Ontario traveler for G. A. Weese & Son.

Mr. Aubrey O. Hurst has sailed for England to confer with the English companies whom he represents in Canada.

Mr. Herbert C. Jarvis, president of the Empire Wall Paper Company, Limited, of Toronto, recently opened a store in Winnipeg at 258 Portage avenue.

Mr. R. J. Soden is opening up a book and stationery store in Peterboro. He has secured a good location and is laying in a bright new stock. He will also carry fancy goods.

Mr. T. S. Pattillo, of T. S. Pattillo & Co., wholesale booksellers and stationers, Truro, N.S., was in Toronto during the latter part of October and registered at the King Edward.

Mr. E. J. Kastner, manager of the L. E. Waterman Co. of Canada, Limited, made a flying trip to New York



Clayton C. Weese,
Who Covers Eastern Ontario for G. A. Weese & Son.

last month. He is already a good Canadian and says he is glad to be back in harness in Montreal.

Mr. J. A. Hart, of the J. A. Hart Company, Winnipeg, who was awarded the contract to supply the new Carnegie Library at Winnipeg with books, was in Toronto about the latter end of October, making purchases.

Mr. R. J. Little, Oshawa's progressive bookseller, left on the 30th ult. for a two weeks' hunting expedition in Northern Ontario. In passing through Toronto he made a pleasant call at the office of Bookseller and Stationer.

Mr. Charles F. Dawson, commercial stationer, Montreal, was an interested visitor at the Office Appliance Show, New York, the first of this month. Wednesday was stationers' day and Mr. Dawson has many good things to say of the various exhibits. His store is well-known for its perfect system.

A handsome gold watch, engraved with the recipient's monogram and a suitable inscription, was presented recently to Mr. Manfred J. Gaskell, who on account of ill health has been forced to separate his connection with the Musson Book Company, Limited. For several years Mr. Gaskell has managed the wholesale department of the business and has won many friends for himself both among the employes of the Musson Company and the trade generally. It is his intention to cross the Atlantic for the benefit of his health.

TRADE NOTES.

Alda D. Torrey, stationer, Grimsby, has sold out to J. E. Bolster.

J. A. Langlois, of J. A. Langlois & Fils, booksellers and Stationers, Quebec, is dead.

Glassford Bros. & Co. have been registered as importers of fancy goods, Montreal.

The assets of Rameh & Boohana, dealers in fancy goods, Montreal, were sold Oct. 25th.

A. Robinson, bookseller and stationer, Belleville, has advertised his Parkhill business for sale.

The W. F. Horton Co., fancy goods dealers and stationers, London, have sold out to Alex. White.

Frith & Frith, dealers in office supplies, Vancouver, have been succeeded by Frith & Frith, Limited.

H. R. Carson & Son, printers and stationers, Markham, were burnt out. They carried some insurance.

A. J. M. Spencer, fancy goods merchant, Winnipeg, has assigned to C. H. Newton, and a meeting of creditors will be held Nov. 16th.

W. J. Middleton, publisher of date case, blotter and wall pocket calendars, Adelphi Works, Aberdeen, Scotland, is advertising in the Canadian press for a representative to take up the sale of his specialties in Toronto and district.

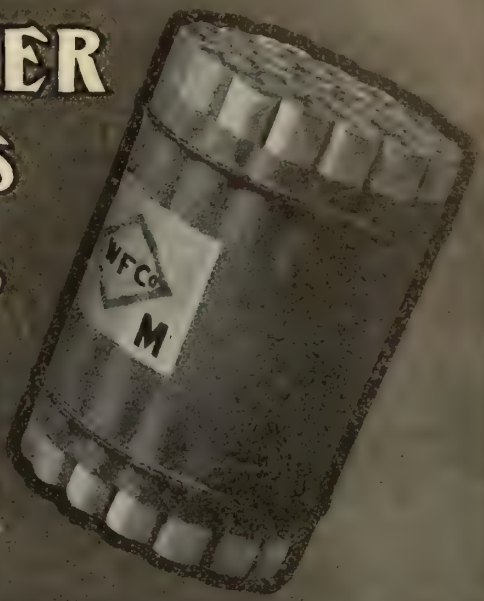
N. J. Halpin & Company have leased the new Hopper block at the corner of Tenth street and Lorne avenue, Brandon, and have opened a branch drug store on the premises. Besides drugs they also carry a full line of stationery and fancy goods. The new store is centrally located and should be well patronized.

A new firm in the typewriter and supply business is Simmons & Newton, of London, Ontario. Mr. Byron C. Simmons last month purchased the typewriter and stationery business of Mr. Will H. Newsome and disposed of a part interest to Mr. Walter C. Newton of St. Thomas. Both are young men and progressive. They have the agency for the L. C. Smith & Bros. writing-in-sight typewriter.

NO DIVIDEND.

ACCORDING to an English contemporary, no surprise need be felt at the announcement that Cassell & Co., Limited, will not pay a dividend, nor does unfavorably inference seem warranted. For several years past the company's profits have been declining, and though the dividend has been reduced in two years from 5½ to 4 per cent., it has only been by means of starving the reserve and depleting the carry-forward. Hence the new manager appointed in the Spring may feel it necessary, even if profits this year are being maintained or slightly increased, to recommend a more cautious distribution policy than has been pursued of late. The company has not moved with the times, and has consequently suffered considerably, but its reputation is still high, so that with energetic management a recovery should be made.

WATSON-FOSTER WALL PAPERS Produce Results ARTISTIC AND PROFITABLE



THE PAPERS WHICH HAVE MADE EVERY LARGE DEALER IN CANADA

FAMOUS

ALL ADMIT IT
NONE DISPUTE IT

THIS SEASON'S LINE OUTCLASSES ANY PAST EFFORT OF OUR OWN OR PRESENT ATTEMPT OF OTHERS. YOU CAN SEE IT IF YOU WISH.

NOV. '05

THE WATSON-FOSTER CO. LIMITED
MONTREAL
CANADA

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

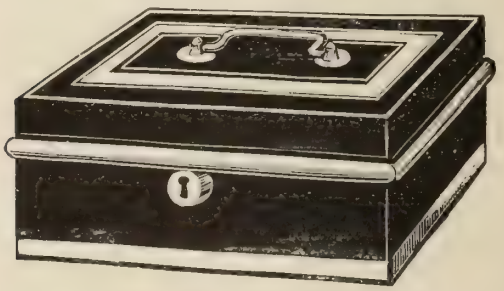
BUNTIN, GILLIES & CO., LIMITED, have lately put in a stock of framelets that are proving decidedly good sellers. They are made from embossed mounting board and will hold any of the ordinary sized pictures that are usually done up in passe-partout. They are original in design and are excellent for displaying pictures, snap shots, etc. All stationers should have them. Samples can be had for asking. The Xmas papeteries manufactured by Buntin, Gillies & Co., Limited, this year are very attractive from an artistic as well as a financial point of view. Every box is in itself a work of art and the contents are made from several of the most popular linen faced papers that this firm carries. The wholesale prices range from $2 to $6.60 per dozen, thus giving the retailer a chance of selling at popular prices.

* * *

The accompanying illustration shows a bottle of Day's White Paste, which is being placed on the market by the Copp, Clark Co., Limited. It is an excellent adhesive and is put up attractively. The bottles retail at 25 and 35c.



The Copp, Clark Co. have imported a line of cash boxes that will retail at 25c. each. The box is a complete facsimile of the two-dollar line, containing trays, etc., and is furnished with good lock and key. This line should be popular with the trade, as it makes a very nice present for children.



W. J. Gage & Co. have just issued a very handsome show card, printed in gold and colors, advertising their Holland Linen. This card is worthy of being displayed in every stationer's store, and is being sent out to all the trade handling this well-known line. If you did not get one send a post card to Gage & Co. and it will be mailed at once.

Army and Navy Glue is an admirable liquid glue, put up in glass bottles or collapsible tubes, both of which sell at 10c retail. They are put up in attractive counter



boxes containing 1 dozen. This is a pure animal glue, not a fish glue, and will not sour or mould. It is sold by W. J. Gage & Co., who recommend it as the best of its kind.

* * *

In order to meet the demand for a lighter weight of correspondence stationery in fabric finish than their Holland Linen, W. J. Gage & Co. have brought out a new line entitled Swiss Lawn. This is made in the two popular square shapes, Oxford and Royal, and in white and azure in each size. The stock is a beautiful light weight fabric finished paper, and prices permit it to be retailed at 10c per quire and 10c per package of envelopes. The goods are handsomely put up; paper in quarter-ream boxes and envelopes in eighth-thousand boxes. This line is also made by Gage & Co. in one-quire papeteries, both in Oxford and Royal sizes, and in white and azure in each. These make a very attractive and profitable 25c line of papeteries, and contain the full amount of 24 sheets and 24 envelopes.

* * *

Business at Brown Bros., Limited, continues extremely heavy in all departments. Among the new lines on the sample-room counters are a big variety of wicker and rush waste paper baskets; every conceivable pattern is shown, while the colors are well chosen and varied. A big line of desk and pocket diaries are on hand, varying from the article required in the counting house to the one for pocket use, the sizes being from 2½ x 3 inches up

THE COMING EVENT

AND THE

WATERMAN'S IDEAL POINTER

It is never too early to face the Xmas problem.



IT MAKES ITS MARK ALL AROUND THE DATE.

The Waterman's Ideal

is the universal Christmas gift, because it suits every hand and every pocketbook and gives satisfaction the year around. Only a genuine Waterman's Ideal is worth while. Look for the word "Ideal" in a globe stamped on the pen.

Every Christmas more people make gifts of Waterman's Ideal Fountain Pens, because every year that passes proves it a more satisfactory writing instrument.

Stationers everywhere should see to it that stocks are in such condition as to allow of satisfactory selection by intending purchasers. Prospective customers should write for

"SUGGESTED ASSORTMENTS"

L. E. WATERMAN CO., OF CANADA, LIMITED

136 ST. JAMES ST., MONTREAL

to 13 x 5 inches. The bindings include marble board, cloth, leatherette, and real seal, Russian, Persian, morrocco, calf, etc. Those who have not yet bought sufficiently heavy of this class of goods should send for catalogue and sort up.

* * *

The Copp, Clark Co., Limited, are giving considerable attention to games, and have quite an extensive list. The company are manufacturing some especially attractive editions of the old favorites.

* * *

W. J. Gage & Co. are adding two more items to their series of Holland Linen stationery, viz., At Home invitation cards and Holland Linen correspondence cards. Both these lines are put up in boxes containing 24 cards Holland Linen finish and 24 envelopes to match. The former are engraved for At Home invitations, and the latter are plain cards such as are used for invitations, acceptances, regrets, etc. Both these lines are very timely additions to every stationer's stock and will be in special demand during the coming season. The prices are very reasonable and are less than imported goods could be sold at.

* * *

The Copp, Clark Co. are receiving a big demand for the pack of playing cards illustrating various scenes on the Grand Trunk Railway System. The material used in the manufacture of these cards is the best that can be procured, and as the cards are of great interest to tourists, etc., the sales will undoubtedly be very heavy.

CHRISTMAS BOOK AND STATIONERY WINDOWS.

This paper wants photographs of Christmas window displays in book, stationery, fancy goods and kindred lines. For acceptable photographs, unmounted, the publishers will pay $1.00 cash. Here is an opportunity for energetic young window-dressers in our Canadian stores. If you have a display that is a little above the ordinary, and on which you have lavished care and thought, have it photographed and send us a copy of the photograph.

* * *

The Copp, Clark Co. have recently received a big consignment of picture post card albums, lines that retail at from 25c. to four dollars. The same firm have also put up some very fine lines in box games for the Christmas trade, amongst them being Parcheesi, Young Canada, Japan, Crokinole, etc. These games are big 25c. lines. Another game that will prove popular is Speculation, a card game, that retails at 25c. Other card games that will be in good demand are Canadian Securities and Foresight. The Copp, Clark Co. are also well stocked with a large range of cribbage boards, dominoes, etc.

* * *

The Copp, Clark Co., Limited, are handling Duckett's Dry Ink Powder, which they claim to be excellent for use in cold climates.

* * *

A new line of clever and amusing valentines is being prepared by the Copp, Clark Co., Limited. There are entirely new designs, originally treated. The series is divided into "Ordinary" and "Ordinary Trade" Komics, printed in both French and English. They are done up in packages, one gross in a package, at 35c per gross.

STATIONERS AT ST. LOUIS.

(Impressions of Our Own Correspondent.)

THE first annual convention of the National Association of Stationers and Manufacturers of the United States of America was held at St. Louis, Mo., on October 10, 11 and 12, and was attended by 250 of the leading manufacturing and retail stationers. Although much of the detail of the programme had to be arranged after the delegates arrived, it was generally conceded that the convention was an unqualified success. It certainly resulted in many men becoming acquainted who had never previously met, delegates being in attendance from points as far apart as New York and Galveston, Texas.

* * *

The members of the St. Louis Stationers' Club had lots of nice things said about them. They deserved it all, too. They certainly know how to entertain. The opportunity of meeting that very worthy and able gentleman, Governor Folk, of Missouri, was much appreciated, and was alone worth the visit to St. Louis.

* * *

Several officers of the association expressed a hope that Canadian stationers would form an association and become affiliated with the United States body. This may happen some day. It is up to Toronto to get to work.

* * *

The association is certainly preparing to do good work. The members say that the manufacturer must protect the jobber, and that the jobber must protect the retailer.

* * *

The discussion as to the cost of doing business was very interesting. The result was that out of 37 dealers who knew how much it cost them, the average of 24.97 per cent. was struck. How many of our Canadian dealers know what percentage it cost them to do their business last year?

* * *

Mr. Samuel Ward, of Boston, gave an address on "System, etc., as Applied to the Stationery Trade." Mr. Ward, it is said, has the finest stationery store on the continent. He has travelled very extensively with the purpose of learning from others. Mr. Ward placed the whole of his knowledge of how to run a stationery business at the disposal of the delegates. Bookseller and Stationer will try to find room in its next issue for Mr. Ward's address.

* * *

The "Boost Club" boys were busy, their energies being exercised in making things pleasant for all who came in contact with them.

* * *

The Bookseller and Stationer man was the only Canadian in the bunch. He was made welcome, and hopes to attend the next convention, which is to be held in New York in 1906. His advice to Canadian stationers is to get invited; if not, to go anyway.



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is superior to ordinary writing fluids for Fountain Pens. Made of the best materials, it is carefully filtered and put up in the most convenient and attractive bottles.

The twenty-five cent package, No. 242, with a new label and improved stopper and filler, is the most practical and best selling package on the market.

The No. 517, for travellers' use, is also a winner. It has a large bottle holding 2 oz. and a filler that takes up all the ink.



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STANDS FOR

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QUALITY

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We sell the largest quantity to all the world.

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AMSTERDAM, Benier & Co.

MONTHLY REPORT FROM TRADE CENTRES

TORONTO.

Macmillan & Co. to Open a Canadian Branch—E. H. Harcourt & Co., Limited, Start Business — The Leading Books.

Office of BOOKSELLER A D STATIONER.
10 Front Street East, Toronto.
Nov. 13, 1905.

ANOTHER notable move is being made in the publishing business of the Dominion. Last year, it will be remembered, Henry Frowde, of the Oxford Press, decided on the expediency of opening a Canadian branch. This step was taken, and for the past year the Oxford Press has been doing business at 25-27 Richmond street west, Toronto, with marked success.

* * *

It is now announced that the Macmillan Co., of London and New York, one of the largest and most progressive of the world's publishing houses, is about to follow suit. Mr. Wise, of the New York house, has been in Toronto recently, and arrangements have been completed whereby an office will be opened above the Oxford Press, at 25-27 Richmond street west, Toronto, under his management, about January 1st.

* * *

The agency for the Macmillan Co. has been held up to the present by Morang & Co., Limited. This connection will, of course, be broken off, when the new office is opened. The Canadian branch will hereafter publish all Canadian editions and act as agents for the general publications of the parent house.

* * *

For this month the leading sellers in order of sales are "The Gambler," by Katherine Cecil Thurston; "Starvecrow Farm," by Stanley J. Weyman; "The House of Mirth," by Edith Wharton; "The Trident and the Net," by the author of "The Martyrdom of an Empress," "Divine Fire," and "A Specimen Spinster," by Kate Westlake Yeigh.

* * *

The department stores are heaping up large piles of cheap juveniles, annuals, and gift books for the Christmas trade.

* * *

The E. H. Harcourt Company, Limited, whose incorporation as a firm of manufacturing stationers was announced last month, have secured a building at the southwest corner of Windsor and Wellington streets and already a part of their plant is in place. It is understood that building operations are soon to be begun on the lot to the west.

* * *

The Poole Publishing Company, Limited, of Toronto, are now settled in their new premises at 100 and 102 Church street. A new and complete bindery plant is being installed, in fact a portion of it is already working. The company intend putting in type-setting machines at an early date and will eventually have a complete bookmaking plant.

* * *

Mr. William Tyrrell, of William Tyrrell & Co., booksellers, Toronto, has returned from a lengthy visit to England.

A meeting of the creditors of Langton & Hall, Limited, wholesale booksellers and publishers, has been called for November 17th.

* * *

Mr. George H. Doran, manager of the Chicago branch of the Fleming H. Revell Co., was noticed in town recently.

* * *

This year the regular business in private greeting cards has been seriously affected by house to house canvassers. Notwithstanding, several good orders are being booked. W.A.C.

HALIFAX.

Brisk Business in All Lines — Unique Order for a Halifax Stationer—Some Good Window Displays.

Halifax, Nov. 13, 1905.

TRADE in this city is reported good, with excellent prospects for the holiday trade, supplies for which are opening.

* * *

At A. & W. MacKinlay & Co.'s the rush due to the issue of new readers to the schools of Nova Scotia is nearly over, and orders are coming in in large numbers in all departments of the business. Three of the series of new readers were published in Edinburgh, and two in Toronto, and the supply was somewhat delayed.

* * *

At T. C. Allen & Co.'s trade is reported brisk, with the Fall prospects opening splendidly. Here, also, the rush consequent upon the introduction of new readers has been felt, but the delivery is about completed. In the bookstore the current good sellers reported are "The Gambler," "Starvecrow Farm," "Ayesha," "St Cuthbert's," "Rose O' The River," and "Sandy."

* * *

At L. Clyde Davidson & Co.'s, Barrington street, business is good, and the holiday trade promises well. The window dressing at this store is always noticeable. At present one window shows diaries for 1906 in styles and colors and bindings, attractively arranged, and the other commercial and office stationery and fittings.

* * *

Davison & Co. report the works of fiction at present in most demand as "The Gambler," "Nedra," "Tales of the Road," "Dr. Luke of Labrador," and "Rose O' the River." The firm have placed in their store for the use of patrons a writing desk fitted with stationery. Everything but the postage stamp is provided free for anybody.

* * *

J. L. Connolly, Barrington street, pays great attention to window dressing, and his show windows are always attractive. At present one of his windows is given up to a display of the Eaton-Hurlbert Paper Co.'s (Pittsfield) paper, prettily arranged. The decorations of the windows consist chiefly of Autumn leaves, even the 200 incandescent lamps being in Autumn leaf shades, and the effect, with the red papetries and Fall shades of green, yellow and red, is charming. In the other window is a picture card display. It was to Connolly that the order was given for the invitation cards for the grand ball to be given by Rear Admiral Prince Louis of Battenburg, on H.M.S. Drake, and the copper plate work was finished and the cards placed on board the Drake before she sailed from Halifax. "The Gambler," "Nedra," "My Friend the Chauffeur," "A Servant of the Public," and "Ayesha," are the books most in demand at Connolly's. J.L.G.

MONTREAL.

Book Bargains in Order — Holiday Books Arrive — The Leading Sellers—About Picture Post Cards.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
Nov. 13, 1905.

STOCK-TAKING was the order of the day in most book stores last month, and this served to weed out many undesirable and slow-selling titles which were placed upon the bargain table. Every store had a collection of more or less interest, and the advisability of these sales was again proven. Lines priced at 25c., or even lower, proved attractive, while the 50c. and 75c. reduced lists were comparatively slow. Some of the stores announced these book bargains in the daily press, and in conjunction utilized their windows, as one of the cheapest and most effective forms of attracting trade. Cards in the store were wisely used to draw attention to the sales, reading in one instance: "Cheap books behind." "The book bargains. See other side."

* * *

The first of this month saw the arrival of many of the holiday books and initial displays and arrangement are commendable in most stores. Early trade is pronounced highly satisfactory, and the St. Catherine street bookstores are thronged with customers. Windows are changed frequently, and the new arrivals are pushed separately in individual displays in many cases. E. M. Renouf is a leader in this respect, while Foster Brown, F. E. Phelan and A. T. Chapman are believers in a general display scheme.

* * *

Department stores continue booming sales by attractive titles at bargain prices. W. H. Scroggie Co., Limited, offered a great deal of popular fiction, well bound, at 18c., or two for 35c. Another attractive table in this store was Books by Famous Authors, 59c. The Life of Kind Edward VII is taking well. The book is priced at 49c.

* * *

A. T. Chapman did well with a line of books under the title "Books Worth Having." These were well bound and attractive, and the price was within the reach of everyone—50c.

* * *

A unanimity prevails regarding the success of "The House of Mirth," by Edith Wharton, and "St. Cuthbert's," by R. E. Knowles. Early sales place these two as popular leaders. "The Divine Fire," by Mary Sinclair, has had a run in one store. "The Making of the Canadian West" is selling. "The Gambler" still keeps up its sales. Other titles well spoken of are "The Cherry Ribband," "The Speculations of John Steele," "Nedra," and "Rose O' the River."

* * *

Picture post cards are demanding more and more attention, and sales are phenomenal in every store. The ingenious arrivals in comics and tags arouse new enthusiasm. The fad has become a craze, and the harvest is for the most strenuous in the field. Display devices and window displays are much resorted to.

* * *

November magazines are being displayed with a great deal of cleverness. Scribner's is taking a new lease of life; "Queen's Quarterly," far October, November and December, 1905, is the most interesting number yet published, and Prof. Watson's article on "Humanism" has aroused favorable criticism. Adam Shortt's timely comments on "Current Events" are appreciated.

G.E.F.

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WINDSOR HOTEL, HAMILTON, BERMUDA

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LEADING CANADIAN STORES

CANADA DRUG & BOOK CO., NELSON, B. C.

NELSON, B.C., has a most attractive book and stationery store in that of the Canada Drug and Book Company. The accompanying illustration gives a fairly good idea of the extent and character of the store. As will be observed, the left hand side is given over to drugs and drug sundries, with the balance of the premises devoted to the books and stationery.

The store is of large dimensions with a gallery extending almost entirely around it. This gives space for a great deal of extra shelf room, and serves to accommodate much surplus stock. The showcases are of handsome pattern with two tiers of shelves, and the general fittings of the store are bright and pleasing to the eye.

A magazine counter is stationed in the very centre of the store, accessible from both the drug and stationery counters. The office supply stock is located to the right of the main entrance, with the general stationery stock adjoining it. In the showcases are to be found fancy china, leather goods, etc. A good business is done in fancy pictures, which are displayed to advantage all along the railing of the gallery. The book stock is to be found principally in the gallery, though stock in most demand is shown in cases on the ground floor.

It will be noted that the company make a good display of kodaks, and the presence of a phonograph indicates business in the direction of musical instruments. In fact, the company are branching out in a good many directions, and are an excellent example of the progressive western store.

The Canada Drug & Book Company was organized in 1897, and now operates stores in three western cities. Besides the store in Nelson, B.C., they have stores in Regina, Sask., and Revelstoke, B.C. Each store is a complete drug store, as well as a complete book, stationery and fancy goods store. A complete photo supply department is conducted at each store. In addition to the stores mentioned, a large drug store is operated at Nelson, carrying drugs only. The managers of the various stores are Robert Martin, Regina; C. R. Macdonald, Revelstoke, and P. Lamont, Nelson. These three are the executive officers of the company.



Interior Canada Drug and Book Company's Store at Nelson, B.C.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organising joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

This space $30.00 per year.

This space $15.00 per year.

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15½ Toronto Street, Toronto.
52 Canada Life Building, Montreal.
100 William Street, New York.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

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BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MABEE
Barristers, Solicitors, Notaries, Etc.
Offices, Bank of Toronto.
Tel. Main 3813. - - - - - Toronto, Ont.

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H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, B.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co.
24 King St. W., Toronto. Weston, Ont.

W. G. WILSON
Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

MEWBURN & AMBROSE
Barristers, Solicitors, etc.
S. C. MEWBURN, E. H. AMBROSE,
Hamilton, Ont.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc

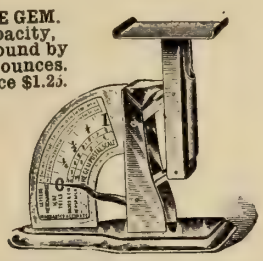
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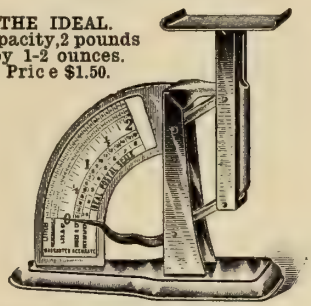
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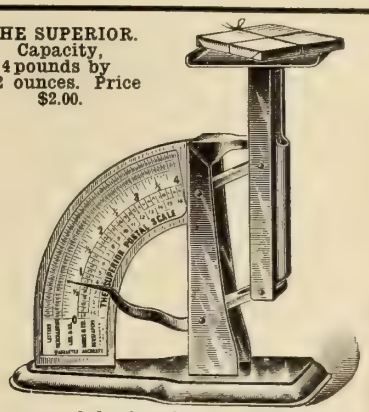
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Famous People. By Fannie M. Lothrop. Volume 2. William C. Mack, Toronto.

Catechism on the Standard Code of Train Rules, 1905. Book. David Blanchard, Toronto.

Do You Remember. Words by Karl Fuhrmann. Music by Neil Moret. Jerome H. Remick & Company, Detroit, Michigan.

My Highland Maid. Song. Words by James M'Queen. Music by George Henschel. The Angels Dear. (Die Englein.) A Lullaby. Music by George Henschel. The Rainbow. Song. Music by George Henschel. The John Church Company, Cincinnati, Ohio.

Around Mount Royal Park. Carte geographique. A. de Grandpre, Montreal.

Flying Eagle. March and Two Step. By Geo. Werner. Let Your Blue Eyes Look Into Mine. Ballad. Words by Samuel A. A. White. Music by Edwin Willis. I Wish They'd Play With Me. Song. Words and Music by Harry Herbert. Just Like a Broken Toy. Song. Words and Music by C. M. Denison. Harry H. Sparks, Toronto.

Would You Walk Upstairs for Fifty Cents. Book. Henry W. Tisdall, Toronto.

The Cob Web Man. Words by Harry Williams. Music by Egbert Vanalstyne. Why Don't You Try. Words by Harry Williams. Music by Egbert Vanalstyne. The Band of Reubenville. Wards by Harry Williams. Music by Jean Schwartz. Georgiana. Words by James O'Dea. Music by W. G. Powell. In Sunny Little Italy. Words by Harry Williams. Music by Egbert Vanalstyne. They Sent for Me. Words by James O'Dea. Music by John W. Rehauser and W. C. Powell. You're All the Candy With Me. Words by Harry Williams. Music by Jean Schwartz. East Side Lil. Words by William Jerome. Music by Jean Schwartz. Mary Wise. Words by James O'Dea. Music by Wm. Dailey and W. C. Powell. Good-a-bye John. Words by Harry Williams. Music by Egbert Vanalstyne. Call Me Back. Words by Aaron Hoffman. Music by Leo Friedman. I'm a Woman of Importance. Words by William Jerome. Music by Jean Schwartz. Guess Again. Duett. Words by James O'Dea. Music by W. C. Powell. The East Side Walk. Words by Wm. Jerome. Music by Jean Schwartz. My Sweet. Words by Wm. Jerome. Music by Jean Schwartz. The Dear Old Farm. Words by Wm. Jerome. Music by Jean Schwartz. In Bad Man's Land. Words by William Jerome. Music by Jean Schwartz. Yankee Boodle. Words by Wm. Jerome. Music by Jean Schwartz. I Don't Want a Little Canoe. Words by William Jerome. Music by Jean Schwartz. When the Mocking Birds are Singing in the Wildwood. Words by Arthur J. Lamb. Music by H. B. Blanke. In Tammany Hall. Words by Wm. Jerome. Music by Jean Schwartz. The Dear Little Wise Old Bowery. Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Company, New York.

County Model Schools' Examination Questions. By Wm. J. Stevenson. Book. The Educational Publishing Company, Limited, Toronto.

How to Know the Wild Flowers. By M. Parkinson. Book. The Educational Publishing Company, Limited, Toronto.

The Mighty Deep. Bass Song. Words and Music by W. H. Jude, Wickins & Company, London, England.

An Elementary Laboratory Course in Chemistry. By Frank B. Kenrick, M.A., Ph.D., and Ralph E. DeLury, M.A. Book. Morang & Company, Limited, Toronto.

Blue Ribbon Cook Book. Blue Ribbon Manufacturing Company, Winnipeg.

The Judicature Act of Ontario and the Consolidated Rules of Practice and Procedure of the Supreme Court of Judicature for Ontario; and the Rules amending the same, with Practical Notes. Third Edition. By George Smith Holmested, K.C., and Thomas Langton, K.C., M. A., LL.B. George Smith Holmested and Thomas Langton, Toronto.

Killing Cupid. Words by Alice Bacon Cox. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

The Canadian Law Times. Volume 24. Edited by Edward B. Brown, B.A. The Carswell Company, Limited, Toronto.

Mary Emerson Waltzes. By F. H. Losey. March Jose. By Marcus M. Blum. Vandersloot Music Company, Williamsport, Pa.

There's a Little Fighting Blood in Me. Words by Harry Williams. Music by Egbert Vanalstyne. The Little House that Love Built. Words by Arthur Lamb. Music by H. P. Blanke. Jerome H. Remick & Company, New York.

Prospectus of the Pratt Course in Applied Advertising—Unlike any Other. Book. Arthur C. Pratt, Toronto.

The Lieutenant Governor and First Cabinet of the Province of Alberta. Photo. Cassel M. Tait, Edmonton, Alberta.

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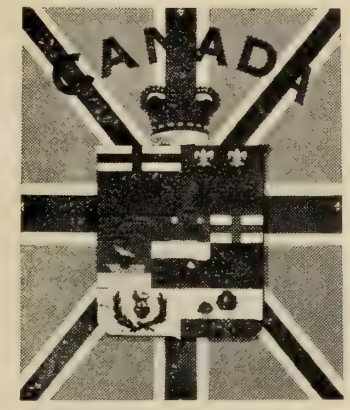
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THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXI. MONTREAL AND TORONTO, CANADA, DECEMBER, 1905. No. 12.

OUR PLANS FOR THE NEW YEAR

WITH this number another volume of Bookseller and Stationer is completed. To say that we are satisfied with our work during the past year would be misleading. Of course we have reason to be proud of the record made—large numbers, increased advertising patronage and more subscribers. But we can never be satisfied while there are still new fields to conquer. We realize our shortcomings, and it will be our aim to overcome these to the greatest extent possible during the coming year.

* * *

Many people have obtained a wrong idea of the function of a trade newspaper. They imagine it to be merely an advertising medium, published for the benefit of advertisers, edited for their own ends, and distributed gratuitously. This may be the root idea of some so-called trade newspapers. It certainly is not the idea of the publishers of Bookseller and Stationer. We believe that in giving our readers a first-class, well-edited monthly, in which they are shown how to strengthen and develop their business, as well as where to buy their goods, we are doing far more both for their own welfare and our own welfare than if we became merely a trade circular for the convenience of advertisers. We unite the three functions, viz., a news medium, a business instructor, and a trade directory, and we believe that in so doing we are fulfilling the highest end to which any trade newspaper can be called.

* * *

Our readers should pay particular attention to the reports from trade centres that appear regularly in this paper. In this issue Winnipeg, Montreal, Halifax and Toronto are all heard from. Special correspondents are located in each of these cities at some expense to the publishers. With the New Year we expect to have regular correspondence from one or two other points, making a chain right across Canada from ocean to ocean.

* * *

The January number of Bookseller and Stationer will as usual be given over largely to stationery interests. The publishers hope to make this a record issue in every respect. As the opening number of a new year it will contain all the special features that will be run during the year. Now is a splendid time for non-subscribers to send in their names for a year's subscription.

* * *

A word or two about our circulation. Unlike a great many trade papers, Bookseller and Stationer has no free list among retailers. This is a point about which we speak with no small degree of pride. It emphasizes two things. In the first place it proves that we cover the retail trade thoroughly. If we did not, it would be absolutely necessary for us to send out some free copies in order to keep faith with our advertisers. In the second place it enhances the value of the paper, not only as a newspaper but as an advertising medium. The man who has to pay for his trade paper appreciates it far more than if it came in month by month without expense to him.

* * *

Now about the New Year and our plans for it. We have several good things in store for our readers. One of the most important is a series of lessons in book and stationery advertising, which will extend over the twelve months and will be varied with competitions to see how the lessons are being received. There will also be a series of illustrated articles on window dressing and interior displays. Another group of articles will take up departmental work, showing how dealers can introduce new departments into their businesses. There will be a monthly portrait gallery. The series of leading Canadian stores will be carried on. Finally, all the regular departments will be in place, with such improvements as we find to be necessary.

* * *

We cannot close this page without a word of thanks to our advertisers and subscribers for their loyal support during the past year. To them it is due that we are able to announce the enlargements and improvements noted in the previous paragraph. To all alike we would wish a very successful holiday trade and a prosperous New Year.

PUBLISHERS' ANNOUNCEMENTS

Morang & Co., Limited.

Morang & Co., Limited, have this year an exceptionally fine list of novels, and one of which would make a suitable gift for the person who loves stories. Two of the best are "Heart's Desire" and "The Road Builders," which have already been noticed in the columns of Bookseller and Stationer. Lovers of the romantic will enjoy Charles Major's latest contribution, "Yolanda." Stanley Weyman's novels will always command attention, but in "Starvecrow Farm" he has produced his most notable novel since "Under the Red Robe." Maurice Hewlett, Henry Wallace Phillips, Ernest Thompson Seton, Eden Phillpotts, and Beulah Marie Dix, are names represented on Morang's list.

They are bringing forward again some very handsome volumes by Hamilton Wright Mabie—"Backgrounds of Literature" and "Nature and Culture"—and several of Kipling's books—"Kim," "Traffics and Discoveries."

In the line of poetry they are selling Lampman's complete works, Duncan Campbell Scott's "New World Lyrics and Ballads," Mr. J. E. Wetherell's selection of "Poems of the Love of Country," "Old English Love Songs," Upson's "The City," Sara Wiley's "Alcestis," Kipling's "The Five Nations," and three dramas by Henry Arthur Jones: "Whitewashing Julia," "The Crusaders," and "Michael and the Lost Angel."

Professor Goldwin Smith's "Irish History and the Irish Question," and Dean Harris' "Days and Nights in the Tropics," are both selling as Christmas books.

A handsome book for young people is Loney Chisholm's "In Fairyland," a charmingly illustrated fairy book in which the tales are all the old favorites with the addition of a few new. It will prove a delight to any child.

Besides these there are "The Oak Tree Fairy Book" at $1.50, "Wilderness Babies" at $1.50, "Amy in Acadia," "Sidney: Her Summer on the St. Lawrence," "The Royal Story Books," "Dorothy's Adventures," "The Outlook Story Book," "Just So Stories," "The Outlook Fairy Book," and "Tales of the Fish Patrol."

"The Oak Tree Fairy Book" is edited by Clifton Johnson, and contains all the old favorites told in the most enticing way. The book is illustrated by Willard Bonte.

"Wilderness Babies" is a book every child should have. It contains the story of the beginning of the world, and of the lives of the babyhood of various wild animals.

In addition to the Mabie books they are selling, also, under the head of illustrated books, "A Wanderer in Holland," by E. V. Lucas. This book is a particularly fascinating one, and contains besides 20 illustrations in color 34 particularly fine illustrations after old Dutch masters. This volume sells at $1.75 net. "In the Heart of the Canadian Rockies" appeals especially to Canadians. James Outram, the author, writes from personal experiences, and knows his ground thoroughly. The book sells at $3 net.

Among all the elaborate volumes that have been produced this season to lure the book buyer, there are very few indeed that approach the handsome edition of Charles and Mary Lamb's "Tales from Shakespeare," published by T. & C. Jack, in England, and Morang & Co., Limited, in Canada. The chief attraction of the book, which is small quarto in size, is the series of illustrations from the pencil of Norman M. Price. These exquisite pictures harmonize not only with the general scheme of the book, but also with the reader's conceptions of the Shakespearian plays. They are reproduced in soft, harmonious colors. Portraits of the authors face the title-page. The cover design, in simple scroll work, is richly gilded. As a Christmas gift for children, old and young, this volume can be heartily commended. (Cloth, $2.50).

A companion volume to the preceding is Bunyan's "Pilgrim's Progress." This new edition of the famous English classic is likewise illustrated in three colors, the artist being Byam Shaw, whose pictures are full of imagination and charm. A quaint picture of Bunyan forms the frontispiece. The cover is of red cloth, heavily gilded. ($2.50).

A third volume in the series is "In Fairyland: Tales Told Again," by Loney Chisholm. Thirty pictures in color, by Katharine Cameron, add to the charm of the book. This, too, can be commended as a juvenile gift book. ($2.00).

George Bell & Sons.

With the publication in two volumes of "The Age of Transition," (1400-1579), by F. J. Snell, M.A., the series of "Handbooks of English Literature," published by George Bell & Sons, London, England, nears completion. Other volumes in the series include "The Age of Chaucer," by F. J. Snell, M.A.; "The Age of Shakespeare," (2 volumes), by Thomas Seccombe and J. W. Allen; "The Age of Milton," by Rev. J. H. B. Masterman; "The Age of Dryden," by Richard Garnett; "The Age of Pope," by John Dennis; "The Age of Johnson," by Thomas Seccombe; "The Age of Wordsworth," by Prof. C. H. Herford, and "The Age of Tennyson," by Prof. Hugh Walker. Several of these volumes have already gone into third and fourth editions. The hand books are crown 8vo., and sell at 3s. 6d per volume. Of the general scope of the work, nothing better can be said than that if fulfills its purpose completely. In terse condensed form it presents to the student the very marrow of the subject. The various contributors are all gifted men and their work is thorough.

Art lovers will hail with delight the admirable library of "Great Masters in Painting and Sculpture," which George Bell & Sons are now placing on the market in cloth volumes at five shillings net each. The series now numbers some forty volumes, and includes nearly all the great masters. The latest volume treats of Peter Paul Rubens, and is written by Hope Rea, an authority on art. The book is divided into two parts, the first taking up the painter's life and the second his work. The illustrations number over thirty, and include all the best productions of the artist. A catalogue of Rubens' paintings completes the book.

Additions to the various series of books published at popular prices by George Bell & Sons, London, are being made monthly. In the Miniature Series of Musicians, a volume on "Verdi," by Albert Visetti, has appeared at one shilling net. To the York Library an addition of "Gulliver's Travels," by Jonathan Swift, at two shillings net, has been added.

A life of J. M. W. Turner has been added by George Bell & Sons to their British Artist Series. This series

now includes Burne-Jones, Leighton, Rossetti, Gainsborough, Reynolds and Turner. The volumes are simply and firmly bound in decorated cloth. Particular attention has been paid to the illustrations, which reproduce the more famous paintings of the various artists. The frontispiece is in colors. The "Life of Turner" has been ably written by W. L. Wyllie, A.R.A. A catalogue of the exhibited works of Turner is appended. (7s. 6d net.)

William Briggs.

The Canadian edition of "Ben Blair" was exhausted very soon after publication, and the publishers have found it necessary to order another edition. In the United States this book has sold edition after edition, and the publishers there, A. C. McClurg & Co., of Chicago, have recently ordered a fourth printing. No book of late detailing the free western life and atmosphere has met with such an immediate success as "Ben Blair," and the number of re-orders for this title have been surprisingly good.

A first edition of 25,000 copies of "A Sword of the Old Frontier," by Randall Parrish, was issued in the United States. Large though this edition was, it was soon exhausted, indicating the popularity which has been achieved by Mr. Parrish. The Canadian edition is also going well.

The Copp, Clark Co., Limited.

Several of the Fall publications of The Copp, Clark Co. are going into second editions. Those already issued are "Maid Margaret," by S. R. Crockett; "A Maker of History," by E. P. Oppenheim; "A Servant of the Public," by Anthony Hope; "The Heart of Lady Anne," by Agnes and Egerton Castle, and "Cameron of Lochiel," by C. G. D. Roberts. A third edition of "Rose of the World," by Agnes and Egerton Castle is also ready.

So good has been the demand for "The Gospels in Art," by Walter Shaw Sparrow, that The Copp, Clark Co., Limited, are getting out a second edition. It is gratifying to find a book of such a high class selling so well.

A second edition of "A Specimen Spinster," the first novel of Mrs. Frank Yeigh, has been called for and will be issued almost immediately. (Copp, Clark Co.)

Miscellaneous.

Hurst & Co., New York, announce the publication in cheap form of "Tales of a Wayside Inn," by H. W. Longfellow; "In School and Out," and "Rich and Humble," by Oliver Optic. The copyright of these three books has just expired and these are the first editions in cheap form.

The plates, copyright and stock of all the works of Archibald Clavering Gunter have been purchased by Hurst & Co., New York, from the Home Publishing Co. There are in all thirty-six titles, making an important addition to the Hurst publications.

A. C. McClurg & Co., of Chicago, are the publishers of a charming gift book in which nature and fiction are skilfully entwined. It is called "A Garden in Pink," and is the work of Miss Blanche Elizabeth Wade. The illustrations are unique, being photogravures on tissue pasted high up on the page. Panel floral designs are interspersed through the book, which is bound in a richly ornamented cover, daintily boxed. The story is concerned with the experiences of a young married couple in their garden. ($1.75).

THE MACMILLAN CO., OF CANADA, LIMITED.

IT has been the policy of the parent house of Macmillan, in London, to establish independent houses in the various English-speaking countries just as soon as it has been practicable to do so. Thus, some ten years ago, what had been the American branch in New York was incorporated as an independent house, with American money represented. Early in this year in the same manner a company was formed in Melbourne for the purpose of properly handling the Australian business of the Macmillan houses. There are also at present branches of the London house at Calcutta and Bombay.

In Canada both the English and American houses have been doing each year an increasing business, until now it has been decided to establish in Toronto a company with a Canadian charter, having the whole Dominion for its field of operation. It is expected that the premises at 25-27 Richmond street west will be ready for the commencement of business January 1.



Mr. Frank Wise,
President of the Macmillan Co., of Canada, Limited.

Mr. Frank Wise will be the first president, and will act in the capacity of general manager. He was associated for a number of years with the New York house in various departments, and comes well equipped to look after the interests of the Canadian trade. Although born in Boston, Lincolnshire, Mr. Wise has been a resident of the United States for a number of years, being interested in banking and newspaper work in the west prior to his connection with the Macmillans.

It is the intention to keep in stock a full supply of Macmillan titles, English and American, and also those published by Adam & Charles Black, London. This will enable the Canadian bookseller to replenish his stock in the shortest time possible, and save unpleasant waits both for himself and his customer.

Although the Toronto house will not carry them in stock, arrangements have been made by them with the New York house to supply on order the publications of the various firms for which the New York Macmillan's act as American agents, for instance: Dent, Bell, Bohn Libraries, Cambridge Univ. Press, Whittaker, and several others. This arrangement will also be of immense accommodation to the bookselling trade of Canada.

BOOKS OF THE MONTH.

COOKE, GRACE MACGOWAN.—"The Grapple." Toronto: The Copp, Clark Co., Limited. $1.50. A story which has for its theme the much discussed question of "Labor versus Capital." The writer treats of trades unions and what they have effected in bettering the condition of the working man; of strikes and their futility as a weapon of warfare in the industrial world, and advocates arbitration as a means of adjusting differences. The plot is simple. The love story of Mark Strong furnishes a touch of pathos and Captain McClintock's funny stories brighten the pages of this very readable book.

CRAWFORD, F. MARION.—"Fair Margaret. Toronto: Morang & Co., Limited. $1.50. A story of theatrical life, the leading lady being Margaret Donne, a young English girl endowed with musical gifts amounting to genius. She is somewhat under the influence of a wily Greek, and is rescued from a dangerous situation by her lover, Tushington, and his mother, a whilom prima donna. The denouement is reserved for another book, thus leaving the reader in a state of expectant curiosity.

HARLAND, MARION.—"Everyday Etiquette." Indianapolis: The Bobbs-Merrill Company. Cloth, $1 net. This is not a dry book of hackneyed rules. It is a literary effort and may be read with as much pleasure and instruction as the average novel. Marion Harland discusses the various problems that confront the student of etiquette simply and sanely. She covers her subject thoroughly, taking up almost every possible phase of the question. She writes with a sympathetic pen, remembering the class of people whom she is addressing—the learners.

HERRICK, ROBERT.—"The Memoirs of an American Citizen." Toronto: Morang & Co., Limited. $1.50. These memoirs trace the evolution of an American citizen along commercial lines. A youth with brains, will-power and opportunity fights his way in the business world from the lowest to the topmost rung of the ladder. Cool, clear-headed, cynical, with an elastic code of morals suited to his occasion, Van Harrington tramples upon everything and everyone that stands in the way of success. He wins what he seeks, money and power, and becomes that finished product of the American social system—a senator. A strong and vigorous book.

HICHENS, ROBERT.—"The Black Spaniel and Other Stories." New York: Frederick A. Stokes Co. $1.50. In this collection of short stories, as in his "Garden of Allah," there is abundant evidence that Mr. Hichens is no mere story-teller, nor does he much concern himself with the creation of individual character. The deep mysteries of nature and human nature are his theme. In the "Black Spaniel" the dual nature in man, the correspondences and antagonisms that exist between men, the relation of the human to the brute creation, and a metempsychosis upon which that relation is based, are the materials out of which a weird and tragic tale is woven. "The Mysteries of the Desert" form the staple of the remaining short tales.

KEAYS, H. A. MITCHELL.—"The Work of Our Hands." Toronto: The Musson Book Co. Cloth, $1.50. This is a strong study of temperament, the main interest centering about Aylmer, the beautiful wife of a young millionaire, who is led to realize her responsibility towards the laboring classes. Her husband opposes her philanthropy, but in the end is led to see as she does. There is a beautiful denouement, which affords a striking ending to a strong book.

MACGRATH, HAROLD.—"Hearts and Masks." Indianapolis: The Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, illustrated, $1.25. A charming romance, short, brisk and compelling. The story centres about two self-invited guests to a masked ball at a country club near New York. How they became unwittingly mixed up with a daring robbery, and how they escaped provides one interest of the book, while the other interest is afforded by the love element, which enters into their relations. The illustrations are numerous and beautifully executed.

MARDEN, ORISON SWETT.—"Choosing a Career." Indianapolis: The Bobbs-Merrill Company. Cloth. This voluminous book with its broad scope, careful arrangement and wealth of detail, should prove very helpful to the young man or woman about to embark on life's more serious affairs. It is divided into two parts; the first dealing with the abstract and theoretical side of the question, the second with the practical, giving the expert opinions of men distinguished in all walks of life.

MILLER, J HARRY.—"The Rapture of the Forward View." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 1s. net. A helpful book, giving fresh courage to the despondent and breathing forth a quickening faith. It speaks of the deeper things of life, urging men to set their hearts on heavenly treasures.

MOTT, LAWRENCE.—"Jules of the Great Heart." Toronto: The Copp, Clark Co., Limited. $1.50. A tale of the northern wilds. Nature as she reveals herself in some of her sterner moods of storm and stress is well interpreted. The hero, Jules Verbeaux, is an untutored trapper and free trader of the noble type of manhood. The simple tale of his strenuous life and adventures appeals to the sympathy of those who love what is genuine and true. The colloquial portions of the book are in the mixed jargon of the half-breeds, acquired by contact with the trading fur companies.

NICHOLSON, MEREDITH.—"The House of a Thousand Candles." Indianapolis: The Bobbs-Merrill Co. Cloth, $1.50. A mediaeval romance in a twentieth century setting is the singular theme of this absorbing story. A huge mysterious country house in Indiana, with many a secret passage, a buried treasure estimated in the millions, and a relentless hunt for this treasure furnish material for as exciting a yarn as has been written this year. The characters all play their parts well, and the denouement is as happy as it is unexpected.

OPPENHEIM, E. PHILLIPS.—"A Maker of History." Toronto: The Copp, Clark Co., Limited. $1.25. A clever story which maintains its thrilling interest till the final chapter. Guy Poynton accidentally becomes possessor of a paper containing part of a State secret, and the efforts of detectives and foreign spies to regain the paper furnish both Guy and his sister with many astonishing and unexpected ad-

ventures. A rather unusual trend of a love story runs throughout the book.

OXENHAM, JOHN.—"White Fire." Toronto: The Copp, Clark Co., Limited. $1.50. A missionary story of the South Sea Islands full of romance and adventure. Kenneth Blair and his young wife, filled with a fine enthusiasm devote their lives to reclaiming the savage cannibals of the Pacific by bringing them under the influence of the gospel and instructing them in the arts of civilized life. His christianity is of that muscular type which has no scruples in making use of Winchesters and Maxims to protect his little community against unprincipled traders.

RILEY, JAMES WHITCOMB. — "Songs o' Cheer." Indianapolis: The Bobbs-Merrill Co. Cloth, illustrated. Bright and optimistic songs are these, with which the poet cheers and encourages his reader. They tell of simple people and simple things; they are full of nature in her smiling moods. No one can read through this volume of verse without feeling the better of it.

SQUIRE, FRANCES. — "The Ballingtons." Boston: Little, Brown & Co. $1.50. A striking and original book. The ever-recurring problem of the liberty of the individual in the marital relation is handled with skill and deep insight into the ethical and spiritual questions involved. The theories of the writer are exemplified in the lives of two married couples. Frederick Ballington, armed with the power of the purse, seeks by a system of repression to destroy the individuality of his wife. Beatrice Sidney, the inheritor of immense wealth, tries to attain the same end by a lavish bestowal of her possessions on her young husband. In both cases the results are disastrous, because high ideals and spiritual aspirations prove stronger than more selfish interests.

TARKINGTON, BOOTH.—"The Conquest of Canada." Toronto: Poole Publishing Company, Limited. Cloth, illustrated, $1.50. In this latest story by the author of "The Gentleman from Indiana," the main interest centres about two characters, Joe Louden and Ariel Tabor. As depicted first in their youth, Joe is the scapegrace of Canaan, while Ariel is a poor, despised little girl. After a lapse of years Joe returns and starts the practice of law. Hampered by his earlier bad name, he begins the conquest of Canaan. His final success is won with the assistance of Ariel, who had inherited a fortune and had grown into a beautiful young woman. On this groundwork Mr. Tarkington has built up a strong, convincing story with a deep, human interest.

RECOLLECTIONS OF THE AMERICAN WAR.

ANOTHER valuable piece of work has been done by the Historical Publishing Company, of Toronto, in putting into book form "The Recollections of the American War," written by Dr. Dunlop, a work which, up to the present time, has remained hidden in the pages of an old periodical, the Literary Garland. Dr. Dunlop served throughout the latter year of the War of 1812, 1813, 1814, as surgeon in the Connaught Rangers, often taking an active part in the fighting himself. Of this period and of its stirring events he writes in an easy and entertaining fashion. He touches off the characters of the men around him, relates ancedotes, describes the country and its inhabitants, and otherwise affords a very life-like glimpse of those early times.

After serving in Canada Dr. Dunlop visited various parts of the world, finally returning and settling on the Huron Tract. He died at Lachine in 1848, holding the post of superintendent of the Lachine Canal.

Mr. A. H. U. Colquhoun, of the Toronto News, has written a brief preface to the book, giving the salient features of the author's life.

SCROGGIE'S FORMAL OPENING.

THE W. H. Scroggie Co.'s (Limited) store, St. Catherine, University and Victoria streets, Montreal, which has been in a more or less confused state during the year, owing to the re-arrangement of many departments, and the necessity of added decorations, was formally opened to the public during the week ending Nov. 25, upon the completion in every detail of the store. The building, 210 feet in length, on St. Catherine street, and 116 feet in depth, with a total floor space of 130,000 square feet, with its three full storeys and basement, as well as a fourth storey in the central section, was handsomely decorated throughout for the occasion. The exterior decorations consisted of a judicious arrangement of over 3,000 electric lights, crowned with a large electric sign, "The Store of Satisfaction," while the interior was enhanced by an orderly display of potted palms, trailing vines, holly, maple leaves, etc., which lent a festive air to the occasion. The fixtures are modern in every detail, and the acme of store arrangement has been attained.

Special Display Schemes.

The book and stationery departments occupy the entire rear of the second floor, fronting the two large elevators. These departments are on either side of the elevators and the counters and fixtures are modern in every respect. Special decorations were provided for the occasion, and many manufacturers had unique displays in booths. In the book department added decorative features to push certain titles were timely and effective. "The Purple Parasol" had an advantageous introduction through a perfectly gowned woman in the new shade of purple, carrying in one hand an elaborately trimmed purple parasol, and in the other a copy of the book. This occupied a place in the centre of the various book tables. Better still was the ingenious pushing of "The House of a Thousand Candles" by means of a well constructed miniature home lighted by innumerable candles. Cards were, of course, attached to avoid any misunderstanding of these displays.

Stationery Lines.

The extensive stationery department contained special booths of the L. E. Waterman Co., of Canada, Limited, with their fountain pens and inks; W. J. Gage & Co., Limited, exploiting Holland Linen, while McFarlane, Son & Hodgson, Montreal, gave away samples of Royal Buck Vellum, and the C. Howard Hunt Co. round pointed pens. The Waterman booth, decorated with flags and bunting, in charge of Mr. A. T. McQueen, distributed a never-ceasing supply of advertising literature in keeping with their progressive methods. Samples of Holland linen were freely dispensed at Gage's booth. Other special displays were devoted to Christmas cards and calendars and Japanese fancy napkins.

Two orchestras and a bag-pipe performance, as well as special music in the music department, furnished the entertainment in that particular. The store was open on Wednesday and Thursday evenings, and the crowds were so great that the store had to be closed for fifteen minute intervals. Nothing was sold in the evening.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works.

Matte's Interest Tables,
At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 5th Edition. Price, $3.00.

Matte's Three Per Cent. Interest Tables,
By the same author. On fine toned paper and strongly bound. Price, $3.00.

Hughes' Interest Tables and Book of Days combined,
At 3, 3½ 4, 5, 5½, 6, 7 and 8 per cent. per annum By CHARLES M. C. HUGHES. rice, $5.00.

Hughes' Supplementary Interest Tables,
Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ⅛ per cent. to 10 per cent., inclusive and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ⅛ per cent to 10 per cent., inclusive, on the basis of 365 days to the year in ⅛ per cent. rates. By CHARLES M. C. HUGHES. Price, $2.00

Hughes' Interest Tables,
At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9½) strongly bound. Price, $1.00.

Hughes' Savings Bank Interest Tables,
At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year; by CHARLES M. C. HUGHES. Price, $1.00.

Buchan's Sterling Exchange Tables,
Converting sterling into Canadian currency, and *vice versa*, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, $4.00.

Buchan's Sterling Equivalents and Exchange Tables,
Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, $4.00

Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00.

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,
PUBLISHERS,
1755 and 1757 Notre Dame St., MONTREAL

The BROWN BROS., Limited, of Toronto, carry a full line of our publications in stock.

Check Up
Your Stock of
Briggs' Xmas Books
and Order a Liberal Supply

We are advertising these books extensively, and they will be in heavy demand. You will not want to run short of any title the day before Christmas.

*NEDRA Geo. Barr McCutcheon	$1 25
*AYESHA Rider Haggard	1 25
*ROSE O' THE RIVER Kate Douglas Wiggin	1 25
REBECCA OF SUNNYBROOK FARM Kate Douglas Wiggin	1 25
A SWORD OF THE OLD FRONTIER Randall Parrish	1 50
MYSTERY OF JUNE 13TH Melvin L. Severy. Paper 75c., cloth	1 25
BEN BLAIR Will Lillibridge	1 25
SA' ZADA TALES W. A. Fraser	2 00
*THE MARRIAGE OF WILLIAM ASHE Mrs. Humphry Ward	1 50
*THE GARDEN OF ALLAH Robert Hitchens. Paper 75c., cloth	1 25
*SANDY Alice Hegan Rice	1 00
GOSPEL OF LIFE Charles Wagner	1 00
THE VOYAGEUR W. H. Drummond, ¼ calf $2.50, cloth	1 25
BACK TO ARCADY Frank Walter Allen	1 50
DAVID HARUM E. N. Westcott, Special cloth	75

*SPECIAL holiday editions, bound in ooze limp leather, $2.00

WILLIAM BRIGGS
29-33 Richmond St. West
TORONTO

EXPERIENCED ADVERTISEMENT WRITERS

who are open for a situation are requested to register their names with The MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

SPENCERIAN STEEL PENS.

The Standard Brand in United States for over ***FIFTY*** years

Works, BIRMINGHAM, ENGLAND

Imported by all the leading Stationers in

TORONTO and MONTREAL

The Topaz Pencil

As good as any at any price
Better than any at the same price.

HB -- H -- HH -- HHH -- B
— AND —
Indelible Copying.

Write for Samples to
Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

DO NOT TAKE ANY
substitution, imitation or variation
OF
THE WAVERLEY PEN

Now of Unexcelled Quality.

They come as a boon and a blessing to men,
The Pickwick, the Owl, and the Waverley Pen.

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited
EDINBURGH AND BIRMINGHAM

Holiday Presentation Books

The Poems of Archibald Lampman
With memoir by Duncan Campbell Scott, Price, $2.00

Backgrounds of Literature
By Hamilton Wright Mabie, Illustrated, Price, $2.00 net

Nature and Culture
By Hamilton Wright Mabie, Illustrated, Price, $2.00 net

Plain Mary Smith
By Henry Wallace Phillips, Price, $1.50
Author of "Red Saunders," etc.

Knock at a Venture
By Eden Phillpotts, Price, $1.50
Author of "The Secret Woman," etc.

The Fool Errant
By Maurice Hewlett, Price, $1.50
Author of "The Queen's Quair," etc.

Partners of the Tide
By Joseph Lincoln, Price, $1.25
Author of "Cap'n Eri."

Heart's Desire
By Emerson Hough, Price, $1.50
Author of "The Girl at the Halfway House,"

The Road-Builders
By Samuel Merwin, Price, $1.50
Author of "The Merry Anne," etc.

Yolanda
By Charles Major, Price, $1.50
Author of "When Knighthood was in Flower," etc

Morang & Co., Limited
90 Wellington Street West, - Toronto

MAGAZINE COUNTER

ELABORATE CHRISTMAS NUMBER.

AS an art production the Christmas number of the Burr McIntosh Monthly has few peers. The exquisitely designed cover in five colors and gold captivates the eye the instant it is seen. Inside the contents are no less attractive. The frontispiece, "The Falconer," has been reproduced in five colors. The portraits of such celebrities as Paderewski, Mrs. George J. Gould, Maxine Elliott, Cecilia Loftus, Lillian Russell, etc., which follow, are printed on the somewhat rare India tint paper in an exquisite tone of sepia ink. There are six plates in colors and a series of panoramic views of scenes and incidents printed in a variety of double tone ink. A departure is made from the plan of previous numbers in the publication of a pleasing story. The Christmas issue is a double number and sells at 50c.

THE NEW ART MAGAZINE.

ANOTHER beautiful publication has been added to the list of art magazines. This time it is the Magazine of Fine Arts, of which George Newnes, Limited, London, England, are the publishers. The first number, that for November, 1905, is a charming production, with its many illustrations, its fine typography, and its excellent contents. The photogravure frontispiece, "The Triumph of Bacchus," by Jakob Jordaens, is admirably done. There are several other fine plates interspersed through the number, notably reproductions of some of Gainsborough's drawings. The literary contents include "The Great Forerunner of Modern Sculpture: Donatello," "The Landscape Painters of England," and "Sicilian Woven Fabrics."

"THE GRAPHIC" CHRISTMAS NUMBER.

Two fine colored plates are given away with this year's Christmas number of the Graphic. Of these, one is a charming study of a young girl by Mr. St. George Hare, R.I., entitled "Memories," and the other, by Mr. Arthur Wardle, entitled "Got Him," shows a small boy capturing the Christmas turkey. The Christmas number is, as usual, illustrated throughout in colors, and is bound in an artistic cover, on which is a beautiful reproduction of one of Sir Peter Lely's exquisite portraits. It contains a capital collection of short stories by Frankfort Moore, S. Baring-Gould, Eden Phillpotts, Max Pemberton, Halliwell Sutcliffe, F. M. White, and other famous writers, with drawings and illustrations, grave and gay.

FEATURES OF CURRENT NUMBERS

Cassell's (December) begins a new series. The chief feature is the opening chapters of "Benita," a serial by H. Rider Haggard. There are stories by J. J. Bell and M. E. Braddon among others, and articles on "Ladies in Parliament," "Sledges and Sleighing," "Lord Kitchener," etc.

Chambers's (December) is an extra Christmas number containing novelettes by four clever writers. Among the more solid contents may be mentioned "The Repairs of Life," "Madame Tussaud's Exhibition," "Millionaires' Hotels," "Rejected by the Publishers," "Armour in Ancient Churches," "The Sun's Distance," etc.

Cosmopolitan (January) will be a second Holiday Number. It will contain a beautiful colored picture cycle, consisting of ten full-page pictures, entitled "Mother and Daughter." "A New Year Confession Album" is another feature of novel interest. Stories are contributed by W. W. Jacobs, Charles Battell Loomis, H. G. Wells, Frederic Remington, and others.

Lippincott's (January). To the January number Marie Van Vorst will contribute the novelette, "The Master of Craven." There will be a number of good stories, one dealing with a newspaper office, one telling a funny burglar yarn, a theatrical sketch, and some love romances.

Royal (December) is as usual a brightly illustrated production. First a number of actors and actresses give Christmas greetings. Then there are articles on "The Waste of London," "Angling Competitions," "The Queen of Creation," "A Winter Gymkhana," etc., besides several short stories and interesting picture paragraphs.

Windsor (Christmas). A wealth of good things are to be found in this profusely illustrated number. Among the noted contributors are Anthony Hope, who opens a new serial, Rudyard Kipling, Ellen Terry, Eden Phillpotts, Ian Maclaren, Agnes and Egerton Castle, S. R. Crockett, and many more. Fiction is naturally the main feature.

PLANS FOR 1906.

PLANS for the New Year have now been formulated by all the leading magazines, and the main features of these plans are presented here. Newsdealers and prospective newsdealers are urged to familiarize themselves with what are to be the chief contents of the magazines so that they can be in a position to place the merits of the various publications before their readers. A little knowledge of these things goes a long way towards making sales of magazines.

American Illustrated Magazine.

Two serials will run during 1906, "Prisoners," by Mary Cholmondeley, and "The Mystery," by Samuel Hopkins Adams. Among the foremost articles will be "The Birth of New Japan," "The Square Deal with Children," "Cotton and the Life of the South," "Colossal Fortunes of America." The short stories, which will be supplied in profusion, will attain a high standard, and there will be many illustrations.

Atlantic Monthly.

During 1906 the Atlantic Monthly will contain papers on important financial and social topics by men whose judgment is trusted. Among these may be mentioned "Rich Men and the Body Politic," "Railroad Securities as Investments," "Causes of Commercial Panics." A series of articles will discuss the learned professions, dealing with "The Ideal Physician," "The Ideal Minis-

ter," "The Ideal Lawyer," etc. There will also be several articles about the theatre.

Canadian.

The serial story promised for 1906 will be "The Lost Earl of Ellan," by Mrs. Campbell Praed, a tale of Australian life. During the year several special articles on South America will be contributed by Mr. G. M. L. Brown. A number of contributions on Maritime Union have been arranged for. "Reminiscences of a Loyalist" gives an account of the life of the late Colonel Jarvis, written by himself. This is one of the most interesting features ever secured by the Canadian Magazine.

McClure's.

During 1906 McClure's Magazine will have as its chief feature "Reminiscences of a Long Life," by Carl Schurz. Under the title of "Railroads on Trial," Ray Stannard Baker will discuss the great railroad transportation problems of the United States. William Allen White will contribute character sketches of America's greatest men.

The Outlook.

During 1906 the Outlook will present great public and international matters in articles alive with freshness of interest. Mr. Kennan will write about conditions in China. There will be articles on the Panama Canal, labor problems, etc. The Outlook's editorial survey of the world's news will continue to be a prominent feature, as it has been in the past.

Pall Mall.

Arrangements have been made with a number of favorite authors to contribute to the Pall Mall during 1906. The exciting adventures of "Commander Mc. Turk," by C. J. Cutcliffe Hyne, will be continued for some months. The three series of articles on "The Eton Schooldays of Celebrities," "London at Prayer," and "Famous Houses," will also run on. There will be articles on "Liverpool and the Ship Canal," "The Feeling of Plants," and "The Cave-Dwellers of the Saharan Desert," besides many stories.

Pearson's.

Washington Society" will be described in a series of letters by Mrs. Samuel Harrison Smith. Stories and illustrations will make up a splendid volume.

Success.

Success Magazine has built up a strong staff of special writers, who will contribute valuable articles in 1906. W. J. Bryan will write a series on "International

Pearson's most important contribution for the New Year will be a life of the great French statesman, "Cardinal Richelieu," by Dr. Arnold G. Cameron, who has made researches all over Europe especially for this purpose. The preparation of the "Life of Richelieu" has cost a vast amount of labor and no small sum of money.

Scribner's.

The serial story for 1906, which began in the November number, is by F. Hopkinson Smith, and is entitled "The Tides of Barnegat." "Recollections of Joseph Jefferson," by Francis Wilson, will be a prominent feature. There will be a series of articles by Ernest Thompson Seton, and another series dealing with the railways of the future. "The First Forty Years of Affairs." Samuel Merwin will take up several phases of modern life, showing the progress that has been made. Vance Thompson will write on diplomatic affairs. Hosmer Whitfield will discuss foreign captains of industry.

CANADIAN BOOKSELLERS AND NEWSDEALERS

WHO DEAL IN MAGAZINES

SHOULD SEND POSTAL CARD REQUEST AT ONCE FOR ILLUSTRATED PROSPECTUS OF SCRIBNER'S MAGAZINE FOR DISTRIBUTION TO CUSTOMERS.

THE PRINTING IS BEING DONE IN TORONTO AND THE CANADIAN SUPPLY WILL SOON BE READY FOR SHIPMENT.

ADDRESS

SCRIBNER'S MAGAZINE

CIRCULATION DEPARTMENT

153-157 FIFTH AVE., NEW YORK

DEALERS WHO WISH A POSTER FOR THE CHRISTMAS SCRIBNER'S ARE REQUESTED TO NOTIFY THE PUBLISHERS AT ONCE.

There will be many other articles of timely interest, while all the regular departments will be continued.

Century.

The chief features of the Century in 1906 will be Mr. Frederick Trevor Hill's articles on "Lincoln, the Lawyer," and Mrs. Humphry Ward's novel, "Fenwick's Career." Another serial to begin shortly is "Seeing France with Uncle John," by Anne Warner. There will also be a short novel entitled "A Diplomatic Adventure," by Dr. S. Weir Mitchell. The late John Hay's article on "Franklin," and W. J. Bryan's article on "Socialism," will be among the contents of early numbers.

THE HARMSWORTH SELF-EDUCATOR.

Over $15,000 has been spent in the last four weeks to advertise the "Harmsworth Self-Educator" in Canada. This is an almost unparalleled expenditure for advertising in this country, but it is warranted both by the importance of the publishers and the importance of the work. The "Self-Educator" is a magazine of usefulness, to be issued every two weeks at 15 cents per number. It will run to 50 numbers, making a total cost to a purchaser of $7.50. The newsdealers of Canada will be given every opportunity to profit by the introduction of the "Self-Educator" into the country, for the publishers are anxious to make all sales through them.

The "Self-Educator" cost the Harmsworth firm $150,000 before the first page was even printed. Over two millions of Great Britain's forty millions of people are already reading and enjoying this publication. It will be offered to Canadians, re-edited, printed and published in Canada on Thursday, December 14.

Your biggest money maker for the next two years, is the



Advertising Literature Free.

Write at once to the Publisher

C. H. MURRAY

Yonge and King Streets

Toronto, Ont.

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

OFFICES :

CANADA—
MONTREAL (Telephone 1255) - - - 232 McGill Street
TORONTO (Telephone 2701) - - - - - 10 Front St. East.
ST. JOHN, N.B. (J. Hunter White), - - No. 3 Market Wharf.
WINNIPEG, (F. R. Munro) - Room 511 Union Bank Building. Telephone 3726

GREAT BRITAIN—
LONDON, ENG. (J. Meredith McKim) - - - 88 Fleet St. E.C. Telephone, Central 1296.
MANCHESTER, ENG. (H. S. Ashburner) - - - 18 St. Ann St.

FRANCE—
PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, $1.00.
Great Britain and elsewhere - - 4s. 3d.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XIV DECEMBER, 1905. No. 12

NEW ADVERTISEMENTS.

Canadian Supply Co., Montreal.
C. H. Murray, Toronto.
Belleville Business College, Belleville, Ont.
W. H. Durham, Renfrew, Ont.
Gatchell & Manning, Philadelphia.

AN ADVANTAGEOUS SCHEME.

SUCH of our readers as took the trouble to read over Mr. Woodworth's decision in our advertising contest last month, will doubtless have been attracted by the contents of the paragraph in which the advertisements submitted by Mr. R. A. Land, of Bridgeburg, were discussed. Mr. Land writes good advertisements, and he makes them very effective by adopting what may be described as a "double-barrelled" scheme. That is, he strikes first with them through the newspaper and then follows this up with special advertising slips, containing the advertisement by itself. These are used as circulars.

The great advantage of Mr. Land's scheme is its cheapness. Practically, the supplementary slips or circulars cost him next to nothing. We do not know how much he pays for these slips, but from our own experience of such things, we feel sure that the figure must be very light. The type is set up for the regular newspaper advertisement, and this item of expense is charged up to the newspaper space. After that only the cost of the paper on which the slips are printed and the time of the pressman need be calculated. Both of these for a couple of hundred copies are almost negligible quantities.

While we believe that the first place in all considerations of advertising methods must be given to newspaper advertising, yet we realize that much can be done with the circular. It can be made effective in a great many ways. Some dealers rely solely on the circular. Others, who use newspaper space, feel that they cannot afford to circularize their customers at the same time. To both classes we would say that by adopting this scheme the two ideas can be worked out in harmony at a minimum expense.

Another point might be noted, and this is applicable particularly to the non-advertisers. The newspaper publisher is anxious for your advertising patronage and, short of cutting his price to an unprofitable level, he will go some lengths to secure it. Therefore, why not get him to give you a special price on advertising slips? He might even be inclined to throw in the slips for nothing provided you gave him a contract.

* * *

Readers will confer a favor by mentioning the Bookseller and Stationer when writing to advertisers.

* * *

THE MAGAZINE PHENOMENON.

A FEW years ago the number of first-class magazines in America could be counted on the fingers of one hand. The Atlantic, Century and Harper's were the three stand-bys, and their subscription price was and continues to be high. Then came Scribner's Magazine about twenty years ago, selling at a lower price and beginning what may be termed the popularization of the monthly magazine. About the same time the Cosmopolitan and shortly afterwards Munsey's entered the field, and the day of ten-cent magazines and large circulations began.

Since that time magazine after magazine has entered the field—the large-size woman's magazine, as represented by publications of the class of the Ladies' Home Journal; the popular illustrated weekly, like Collier's and the Saturday Evening Post; the popular technical magazine, like World's Work; the nature magazine like Outing and Country Life in America, and a dozen and one other publications of a special character.

Twenty years ago the magazine was a luxury, read only by the rich and cultured. To-day it has become almost a necessity. We say this advisedly. The human race has become educated up to a certain point, and unless the human race is to retrogress it must be kept in an enlightened state. This work is being done to-day by the newspaper and supplementarily by the magazine. The newspaper is a necessity now in every walk of life. Therefore our contention that the magazine is almost a necessity, seems to hold good.

A MILLION PICTURE POST CARDS

Local, Foreign, Comic

Let us prove to you that we have the most saleable, attractive and unique series of Cards at popular wholesale quotations. Comic cards 50 cents per hundred, higher grade 75 cents per huudred. Tuck's Silverettes 10 cents per package, burnt leather, unsurpassed, $5.00 per hundred, $45.00 per thousand. Local views with customer's imprint, $9.00 per thousand; wooden cards, unsurpassable, $5.00 per hundred, $45.00 per thousand. We are also one of the largest importers of choice original stereoscopic views and stereoscopes, colored engravings for framing, hand books, such as Irish Wit and Humor, Speeches and Toasts, Lee's Priceless Recipes Ready Reckoner, Vest Pocket Dictionaries, Hand Bibles, Teachers' Bibles, etc., etc.

C. R. PARISH & CO., 304 Yonge Street **TORONTO**

SOUVENIR CARDS

Comics—50c., 60c., 75c. per 100—big variety.
Leathers—$2.25 for 50, colored.
Tag Postals—$2 a 100, $1.25 for 50.
Assortments from $1.00 to $100.00, and the biggest and best variety on the market.

$10.00 Buys 2,000 Souvenir Cards.

SPECIAL—Sample lots, 100 different cards, $1; 200, $2; 300, $3; 500, $5; 1,000, $9, and every card different. Postpaid.

W. R. ADAMS, :: :: PRINTER
401 YONGE ST., TORONTO, CANADA

GIVEN AWAY FREE

for this month only. We will give away entirely free, a

FINE ENAMELLED REVOLVING CARD RACK (72 Spaces)

with every order for 1,000 of our comic Picture Postals, the greatest selling comics in the country. Price, only $9.50.

We have the largest and best assorted stock of **CHRISTMAS AND NEW YEAR'S PICTURE POSTAL CARDS** it is possible to find anywhere.

LATEST PARISIAN CARDS, including Christmas Chromos, Winter Scenes, Embossed Cards, &c., also the famous hand-painted and embossed cards with velvet finish, true to nature. Prices from $1.50 to $20.00 per 100.

D. & F. BEAUTIFUL SERIES of Christmas cards, suitable scenes and greetings, lovely colorings. Only $1.50 per 100.

COMIC CHRISTMAS CARDS, some of the funniest views yet published. Greetings for everyone. Quick sellers. Only $1.50 per 100.

LOCAL AND CANADIAN VIEWS. Full stock on hand of all the latest views of Canadian places of interest. Special prices for cards illustrating your own town.

Write us for samples and particulars, or see our travellers.

The Illustrated Post Card Co.
471 TEMPLE BUILDING, MONTREAL

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P.O. Box 334, OTTAWA, ONT.

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

THE PUBLISHERS and PRINTERS OF THE WELL KNOWN "RAPIDO" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrites, Royalty, Actresses, Singers, Statesmen, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series ***"Sports" Series*** ***"Comic" Series***
"Alphabetical" Series ***"Name" "*** ***"Xmas"***
"British View" Series

"Cameo" (Bas Relief) Postcards. Photos of Celebrites of the Stage.

PICTURE POST CARDS

MACFARLANE'S POST CARDS.

W. G. MACFARLANE, 72 Bay street, Toronto, reports a very brisk demand for his Santa Claus Christmas cards. His first printing order for these cards was one hundred thousand—these are rapidly being exhausted. There is nothing that could delight children more than to receive a post card direct from Santa Claus, especially when it is a card like the MacFarlane series. They depict Santa Claus in various operations of his beneficent work, cutting down Christmas trees, making toys in his workshop, driving through the air with his reindeer, going down the chimney, sending telegrams to the children and telephoning to the children, etc. Any dealer who fails to have some of these in stock will make a great mistake. The cards are handsomely printed in the bright colors that attract children —crimson, green, blue, yellow, etc. The price of these cards is $14 per thousand f.o.b. Toronto, or $1.50 per hundred.

This firm have just issued a sixteen page catalogue, revising their list of titles in Canadian and American view cards. This list has been greatly enlarged and includes a great many new subjects from the latest photos, and a great many new styles of reproduction. Mr. MacFarlane claims to have the most varied assortment of Canadian view cards that is on the market, being the most extensive in range of subjects and in style of reproduction. He has a very fine range suitable for Christmas sales, being typical Canadian subjects. No dealer should fail to send for one of these catalogues. This catalogue is being issued this week, and any dealer who fails to receive one will promptly receive a copy on intimation of that fact.

Mr. MacFarlane has been taking orders for millions of cards in contract editions, as he has the best grades of import work and can quote them at right prices. A circular is on the press illustrating this firm's lines in burnt leather novelties. There is just time to get your order in for delivery for Christmas sales. The new catalogue deals with the firm's lines in post card racks, post card albums, stock lines of souvenir view books, and their wide range of import fancy and comic post cards. These include Stewart & Wolf Christmas cards, the Millar & Lang Christmas cards, the Valentine fancy cards, Johnston Scottish clan cards, Bamforth real photo post cards from life models, American line of real photos from life models (comprising mostly fancy figure subjects), letter cards of Canadian cities, pictorial letterettes of Canadian cities, etc. A number of new novelties which this firm are handling include multiple post cards, which are having a great vogue and are the newest and best thing among the various adaptations of the post card idea. A number of contracts are being written for various towns, and these will be a good line for Spring delivery. This firm are also quoting on Giant post cards, folding post cards, etc. They have in preparation their own line of comic post cards.

The Canadian Supply Company, 77 Common street, Montreal, is the name of a new firm who are making a bid for the picture post card business. They make a specialty of French cards, though they also have a large assortment of others. They are offering to send free to anyone inquiring through Bookseller and Stationer a copy of their latest price list just out, giving list of an immense number of cards at prices worth investigating.

VALENTINE POST CARDS.

THE Copp, Clark Co., Limited, show a nice variety of these, and from the number of cards that have already been sold no one is going to escape being hit by one of these missives this time.

Box No. 980 is made up mostly of floral designs in bright colors, nicely embossed, 50 cards in a box. Price, $1.50 per 100 cards.

Box No. 982 is an animal series—kittens, monkeys, dogs and frogs—some swimming and painting, and others giving band concerts; 50 cards in a box. Price, $1.50 per 100 cards.

Box No. 44 contains 50 assorted post cards, all showing special embossed heart-shaped designs on bronze backgrounds.

No. 985 is a comic series, illustrating the experiences of "Darby & Joan's" unfortunate automobile rides, and the love affairs of a "Son of Erin," with quotations from Moore; 50 cards in a box. Price, $2 per 100.

Box No. 989 is a beautiful collection of valentine post cards in delicate colors, nicely blended; sentimental mottoes. Price, $2 per 100 cards.

Box No. 48 contains 50 assorted post cards, in birch bark background effects, showing heart-shaped floral and figure designs, all embossed. Price, $2 per 100 cards.

Box No. 46—All in satin effect, showing figure, floral and bird designs on richly colored satin backgrounds. Price, $7 per 100 cards.

THE PENCIL BUSINESS.

"AN entirely satisfactory pencil business" was the reply given Bookseller and Stationer by the L. E. Waterman Co., of Canada, Limited, upon inquiry regarding the sales of L. & C. Hardtmuth's lines, with such specialties as Koh-i-noor and Mephisto. It is interesting to note that Hardtmuth's advertising literature and retailers' display cards have lately been augmented by the addition of two handsome and effective cards. They are both large and make a splendid showing in any store. The first one shows a half view of a man looking at a pencil in his vest pocket, with the following reading matter at the right, "Look in your pocket! Is your pencil a Koh-i-noor, or only an imitation?" The other card reads: "There is but one pencil in the whole world which is conceded to be perfect, and that is the Koh-i-noor. Do you use it?" Exact facsimiles of the pencil appear on both cards. These will be furnished to the trade upon application to the L. E. Waterman Co., of Canada, Limited, 136 St. James street, Montreal.

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price $2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO. LIMITED, TORONTO.

FREE—If you are looking for lowest rates on

PICTURE POST CARDS

write for our price list just out.

Canadian Supply Co., Specialists in French Cards, 77 Common Street, **Montreal**

We Are Ready for Spring

New Lines of

Scribbling Books Exercise Books
Writing Tablets Papeteries
Novelties

SOUVENIR CARDS

We are showing a splendid line of all kinds of Comic and Fancy Cards. Special attention to local views.

G. A. WEESE & SON, 44 Yonge St., **Toronto**



This Stand is Made of Solid Metal,
HOLDS 2,000 CARDS and
DISPLAYS 50
The Best Revolving Stand Made

1,000 FUNNY

(Very Funny)

POST CARDS

AND THIS

METAL REVOLVING STAND

for **$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, ***beautifully executed in three colors,*** that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 5c.

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

342 DEARBORN STREET, ***CHICAGO, Ill.***

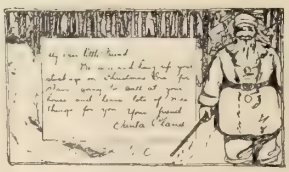
Publisher of Post Cards that Sell

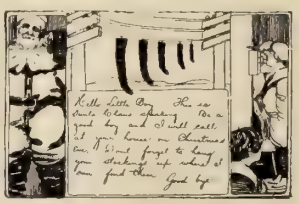
W. G. MacFarlane, 72 Bay Street, Toronto

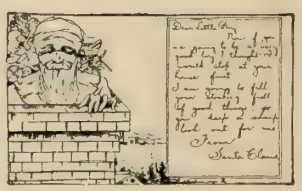
The Santa Claus Cards are Winners

They are having a big sale. Place your order at once before our stock runs low. 8 subjects printed in bright colors. Send for samples. $1.40 per 100, $12.00 per 1,000.









Our Catalogue Will Soon be Ready

Gives titles of lines of stock view cards of Canada and United States, 1,000 titles; our wide range of Import Fancy and Comics, including real photo cards (a good Xmas line); burnt leather novelties; post card racks and albums; letter cards, pictorial letterettes, etc.

Send for One Right Away

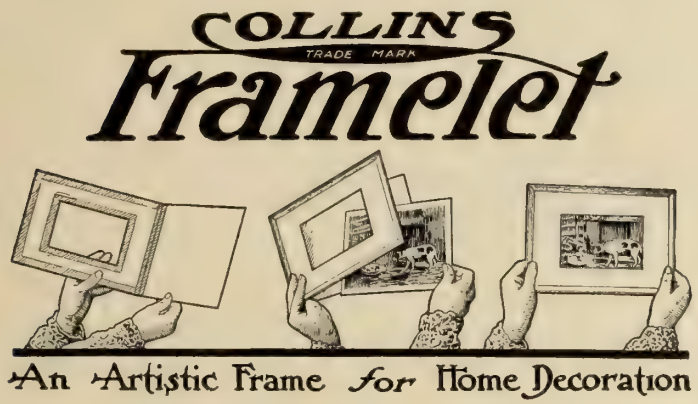
HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

THE accompanying illustrations give a good idea of the Collins Framelets, which are offered by Buntin, Gillies & Co., Limited, Hamilton. This article supplies the general need for an inexpensive yet dignified method of framing and preserving the innumerable magazine clippings, posters, art prints, illustrated post cards, Perry pictures, etc., in which the finest paintings, drawings and photographs are now so admirably reproduced.

It is seldom desirable to purchase a costly frame for a clipping or print—yet they are often of such unusual merit, or possess such heart-stirring quality, that for the moment we wish to preserve them.

The framelet thus offers invaluable decorative possibilities for the home, the office, the bachelor's den, the school or college dormitory, and is ideal for inexpensive



An Artistic Frame for Home Decoration

gifts, prizes for parties or favors for dances. Clippings made into handsome framed pictures by the framelet are very acceptable articles for church fair or bazaar purposes.

The manufacturers are advertising the framelet very extensively in leading magazines, reaching millions of readers. This widespread publicity, combined with the universal desirability of the article, makes the framelet a very profitable staple. It will surely pay any stationer to test the selling qualities. The goods come in seven styles, and can be procured from Buntin, Gillies & Co., Limited, Hamilton and Montreal.

* * *

W. J. Gage & Co., Toronto, have in course of preparation, and will have ready about the beginning of the year, very complete illustrated catalogues of stationery. These catalogues will fill a long-felt want in the Gage business since the fire, and no doubt will be equally useful to the trade in general. No. 1 will contain manufactured stationery, such as blank books, memorandum books, writing tablets, papeteries, envelopes, and such other goods as they manufacture themselves. No. 2 will be a very handsomely illustrated and up-to-date catalogue of stationers' sundries of all descriptions, school and office supplies, etc. These catalogues will be sent as soon as issued to all the dealers in Canada whose names are on the customers' books of the firm, and any dealer in stationery can have a set for the asking.

* * *

W. J. Gage & Co., Toronto, issued on November 1 a very complete illustrated catalogue of their "Loose Leaf Systems," which was sent out to the trade in general. This has brought in a very large number of inquiries, and also a very satisfactory lot of orders, which goes to show that the trade appreciate the fact that Gage & Co. are doing this branch of their business through their regular customers instead of soliciting trade direct, as has been the usual custom heretofore with "Loose Leaf" manufacturers. Any dealer who has not received their "Loose Leaf" catalogue can have it and full information by writing the firm.

* * *

It is rather unusual for the manufacturers of school supplies to put on a new scribbler for the Winter term opening, but this year Warwick Bros. & Rutter, Limited, have made an innovation with a "Snowball" scribbler. The design is a striking one, showing a darky just getting struck on the head with a snowball. The black and white effects are most taking.

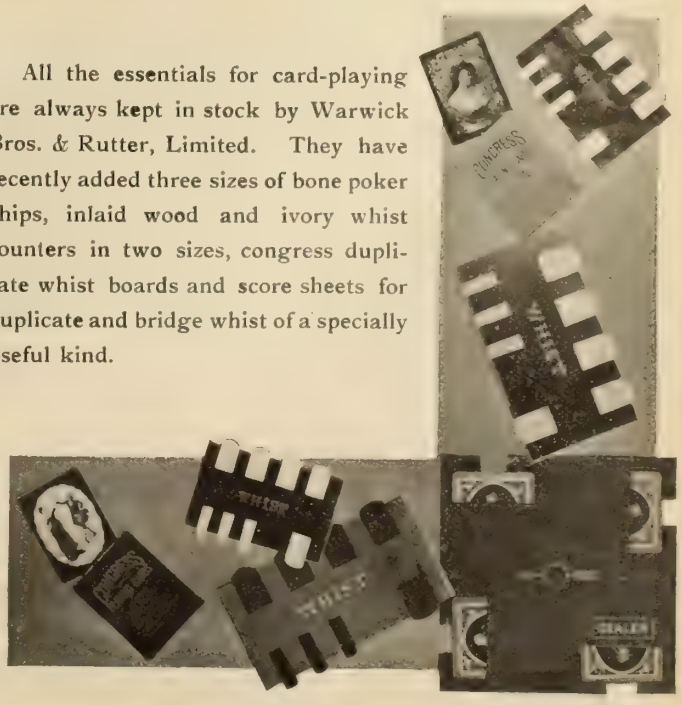
* * *

Three choice new papeteries shown by Warwick Bros. & Rutter, Limited, are French Nainsook, with oblong shape, wallet-flap envelope; Scotch Fabric, with long pointed flap, and Norwick, with oval wallet flap.

* * *

Post card tally cards are the latest thing in the way of score cards. These are shown by Warwick Bros. & Rutter, Limited.

All the essentials for card-playing are always kept in stock by Warwick Bros. & Rutter, Limited. They have recently added three sizes of bone poker chips, inlaid wood and ivory whist counters in two sizes, congress duplicate whist boards and score sheets for duplicate and bridge whist of a specially useful kind.



Warwick Bros. & Rutter, Limited, have added a new number to their "Topaz" series of pencils. This is an indelible copying pencil, vest-pocket length, fitted with a nickel protector for the point. The pencil sells at five cents.



Some time ago a mahogany colored wooden pencil box was introduced by Warwick Bros. & Rutter, Limited. This made a great hit. Now they are placing on the market rulers in mahogany, purple and black shades, with brass guard. These make very handsome pieces of office furniture and will also please the school children.

* * *

A novelty, filling a useful purpose, was noticed this month in the showroom of Warwick Bros. & Rutter, Limited. It is a glass stand or rack for holding fountain pens. Some fountain pens leak badly when lying on a desk. The leakage is prevented when the pen is laid on the sloping stand. A hollow in the glass allows the pen to be picked up readily.

An assorted box of rubber bands is something new at Warwick Bros. & Rutter, Limited. There are four sizes of boxes each of which contains a great number of different sized red bands. These will be found very useful in offices, where rubber bands are frequently required.

* * *

Warwick Bros. & Rutter, Limited, have just turned out a home invention in the shape of a desk blotting pad, from which the sheets of blotting paper can be torn off as soon as they become soiled. The new scheme does away with the inconvenience of inserting clean sheets in the old-style pads.

* * *

Several attractive juvenile papeteries are being marketed this season by Warwick Bros. & Rutter, Limited. A quaint conception is that produced by pasting children's figures on the sheet by way of ornament. A set of pretty floral designs in heliotrope, sweet lavender, carnation, and holly are attractive numbers.

* * *

Twenty-three styles of Chancellor fountain pens at twenty-three prices, ranging from $1.50 up to $10, are in stock at the warehouse of Warwick Bros. & Rutter. These pens are either plain, chased or mounted, and are fully guaranteed.

* * *

The instant the Christmas trade is over there will be a brisk demand for blank books. To meet this demand Warwick Bros. & Rutter, Limited, have ready an extensive range. Their No. 1 series half-Russian binding includes two ledgers, journal, cash book, 2, 3, 4, and 5 columns, broad day book and minute book in six sizes. The same range runs through in demis. In the same style binding comes a set of pretty account books. Series No. 2 in the same throughout at a more popular price. They also show a series of counter account books in maroon, leatherette and full canvas "quire" books in five rulings and titles. The latest in a letter book is made of Italian copying paper, a light yellow tissue that gives value at a low price.

PENS.

The Copp, Clark Co. have recently received a large consignment of the "Crucible" series of steel pens. These pens are British made, and are growing rapidly in popularity. With orders of 25 gross a handsome showcase is supplied.

TIMELY CHRISTMAS ADS.

BUSY holiday days can be rendered still more active by timely, effective newspaper ads, which the co-operation of progressive manufacturers enables to be thoroughly and attractively done. The illustration is one of the most satisfactory examples in this particular, and the announcement that the L. E. Waterman Company, of Canada, Limited, will give electros upon application, should be of interest to all handling these lines. These electros are furnished either in the form shown or the lower reading matter is omitted and can be filled in as the dealer so desires. Booksellers and stationers can secure same at once by mentioning Bookseller and Stationer.



Chancellor Gold-Mounted.

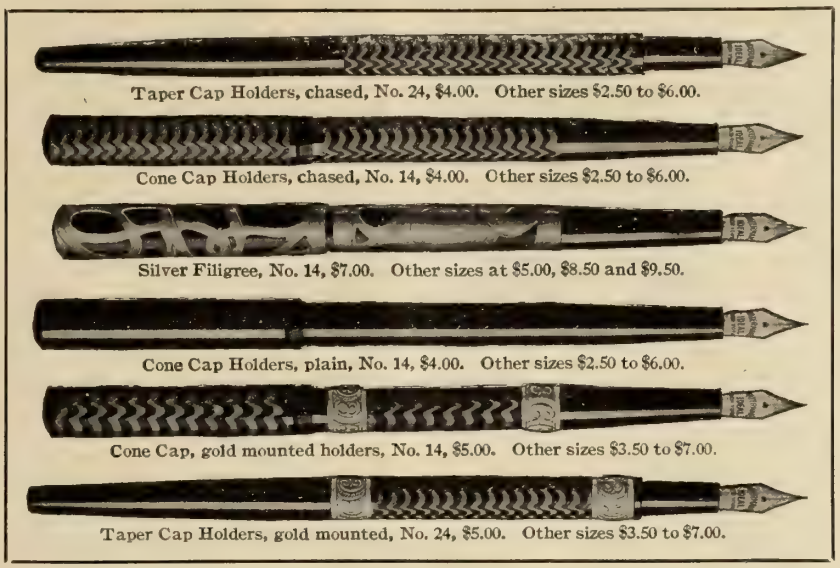
Another progressive help for increased sales is furnished by this firm in the form of attractive advertising literature containing the dealer's own imprint. This literature is sent out if requested with all fountain pen orders. The cumulative effect of their extensive general



advertising should not be overlooked, and the advisability of complete stocks at this time of year is apparent.

Waterman's Ideal Fountain Pen

Look for the Spoon Feed



Not Genuine Unless "IDEAL"

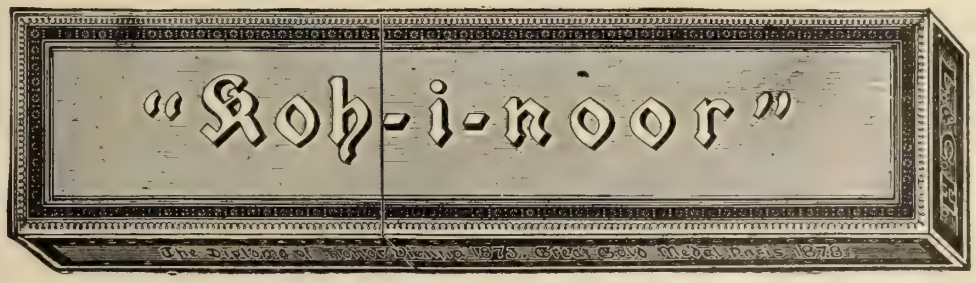
The Standard of the World

Dealer's discounts on application.

L. & C. Hardtmuth's Pencils

Pliable Rubber

Compressed Lead ∴ Seventeen Degrees



Bright Yellow Finish ∴ Boxed in Dozens

Mephisto Pencils

All kinds and grades in stock

L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

VALENTINES.

THE Copp, Clark Co., Limited, have already commenced making shipments of valentines, and judging from the immense stock they now have, occupying the greater portion of one flat in their extensive warehouse, which they say is all sold, they will be kept pretty busy distributing these goods to different parts of the Dominion.

The ever-popular lace valentines are there in great variety at prices to retail at 1, 2, 3, 4, 5, 6, 7, 8, 10, 12½, 15, 20, 25, 35 and 50c. each. All are certainly very beautiful from the cheapest to the most expensive, and lace paper ornamentation and valentine sentiments ex-



15c. Lace Valentine.



Special 5c. Lace Valentine.

pressed are of wide variety. Those at 20c., 25c., 35c. and 50c. are each in a neat enamelled cardboard box. Cuts of a few of these valentines, as well as those of the novelty lines, are shown in this issue of Bookseller and Stationer.

Almost every peculiarity or trait of character is hit off among the different comic valentines shown by The Copp, Clark Co., Limited. The special line of "Kanadian Komics" published by this firm are "hard hitters." They also publish the same subjects in post card form.

TRADE ACTIVITIES OF THE MONTH.

THE Canadian Typewriter Company, Limited, have been incorporated at Toronto, to acquire and take over as a going concern the business of the Canadian Typewriter Company. The share capital is $40,000.

At the request of Mr. Hector Langlois, accountant, Deom & Savarin, booksellers and stationers, St. Catherine street, Montreal, have gone into liquidation, with about $2,000 liabilities. There are thirty-nine creditors altogether. The assets, the value of which has not yet been determined, consist of a stock of books, stationery, tobacco, smokers' supplies, newspapers, bric-a-brac, store fixtures and book debts. Mr. Langlois has been appointed provisional guardian.

At a meeting of the creditors and shareholders of the Colonial Ink Company, of Hamilton, held on November 27, A. C. Beasley, L. F. Stephens and George C. Martin were appointed inspectors, and were given instructions to carry on the business for six weeks, with a view to settling up everything. At the meeting a statement was presented showing liabilities of $16,000 and assets of $18,000. Lack of capital is said to have been the cause of the failure.

The Imperial Book Store, George street, Peterborough, has been purchased by F. C. Cubitt, of the firm of Cubitt & Porter, who have successfully conducted a sporting goods business on Charlotte street for some years. Mr. Cubitt has taken possession of the new store and will push Christmas business. He will likely retain the present manager, W. A. Westcott, in that position.

The store of the Moose Jaw Drug & Stationery Company has been remodeled. The rear partitions have been removed and the entire premises are now used to accommodate the stock. Silent salesmen have taken the place of counters in the front of the store.

J. F. Benson, stationer and fancy goods dealer, Chatham, N.B., has moved from his old store to new premises, which have been improved and renovated for the purpose

AUBREY O. HURST IN LONDON.

(As pictured by our own correspondent.)

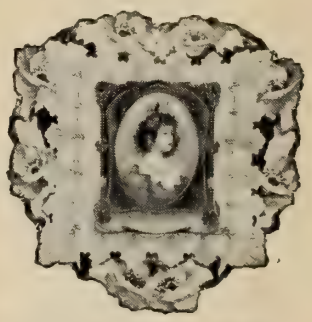
IT is always a welcome breeze that wafts Aubrey O. Hurst to this dull, grey country when the November weather is doing its utmost to be disagreeable. Every year we receive and return a hearty handshake and listen with interest to our genial visitor as he tells of Canada's progress, increased sales, beautiful new lines, and repeat orders, until our hearts begin to go out in sympathy to any other commercial men who are on the road with similar lines. When Mr. Hurst gets down to actual figures and shows in detail some of the increases in his Canadian business, we begin to comprehend wherein lies the source of that enthusiasm and confidence in Canada, which Mr. Hurst radiates so abundantly.

Recognized as an authority on trade matters in his particular line, Mr. Hurst has just had a conference with Lord Strathcona upon certain matters of importance to the Canadian trade, such as the preferential tariff, anti-dumping law, the Quebec tax on commercial representatives, and other affairs. The High Commissioner for Canada expressed himself as being highly pleased to get from Mr. Hurst facts and figures of considerable value relating to these international questions.

Mr. Hurst was the guest of honor at the annual house banquet of Charles Goodall & Sons, which took



Novelty Valentine No. 662, 30c.



Novelty Valentine No. 640, 25c.

place soon after his arrival, and he also figured as a witty after dinner speaker at the November dinner of the Canadian Society of London.

CANADIAN CUSTOMS TARIFF.

A handy "Customs Tariff," corrected to 1905, has just been issued by Morton, Phillips & Co., Montreal, which should find a place on every business man's table. In addition to the tariff and excise duties, the book gives a complete list of warehousing ports in the Dominion; reproduces the Franco-Canadian treaty; supplies extracts from the Canadian Customs Acts, and gives tables of sterling exchange, relative values of monetary standards, etc. The book is neatly bound in flexible cloth cover and contains 280 pages. It can be readily slipped into the pocket.

GIVE PARTICULARS WHEN SENDING FOR SAMPLES.

THE requests made of the wall paper manufacturers for samples are very numerous, and in most cases dealers when writing for samples neglect to give any details such as would acquaint the factory with the class or price of goods wanted. Sometimes a request will come in reading simply thus: "Please send samples of wall paper." As each factory has hundreds of colorings, running all the way from 3 cents or under up to 30 or 40 cents, or even more, per roll, it will be seen that the factory has to reply in a very hit-or-miss fashion.

Again, the dealer often loses sight of the fact that it is very desirable to know whether the samples are wanted to enable the inquirer to purchase a general selection for stock, or only a few colorings for some special job. If the samples are required for the latter purpose, the goods in all probability will be wanted for immediate delivery; this should be mentioned, as no wall paper factory has its entire line of goods in stock at any time, and it should always be stated whether the goods are wanted for immediate shipment or for delivery for Spring trade.

In the case of special jobs information should be given that would define the kind of room to be papered, something of the style of paper desired and what color effects are preferred, also about the price the dealer desires to pay. Where large quantities are needed, such as in churches, lodge rooms, stores, etc., the quantity required or the size of the room should be given.

A USEFUL MEMORANDUM.

A PRINTED memorandum has been issued by Stauntons, Limited, which will be of great use to retailers. It outlines the information which should be given in asking for samples. There are certain facts with reference to colors, measurement, etc., which aid greatly in getting satisfactory returns. These are given briefly in a clear and concise form. One of these will be gladly sent to any dealer upon application to Stauntons. In writing kindly mention The Review.

SAMPLE BOXES OF INK.

N. Antoine & Fils, Paris, France, makers of "Antoine's Inks," have issued an illustrated list of the various kinds of ink made by them. The principal makes are violet black copying ink, modern black writing ink, blue-black writing ink, civil service writing ink, red writing ink, mauve writing ink, endorsing ink without oil, liquid Indian ink and marking ink. A sample box containing five kinds of ink and a stick of sealing wax will be sent on receipt of 12 cents in stamps.

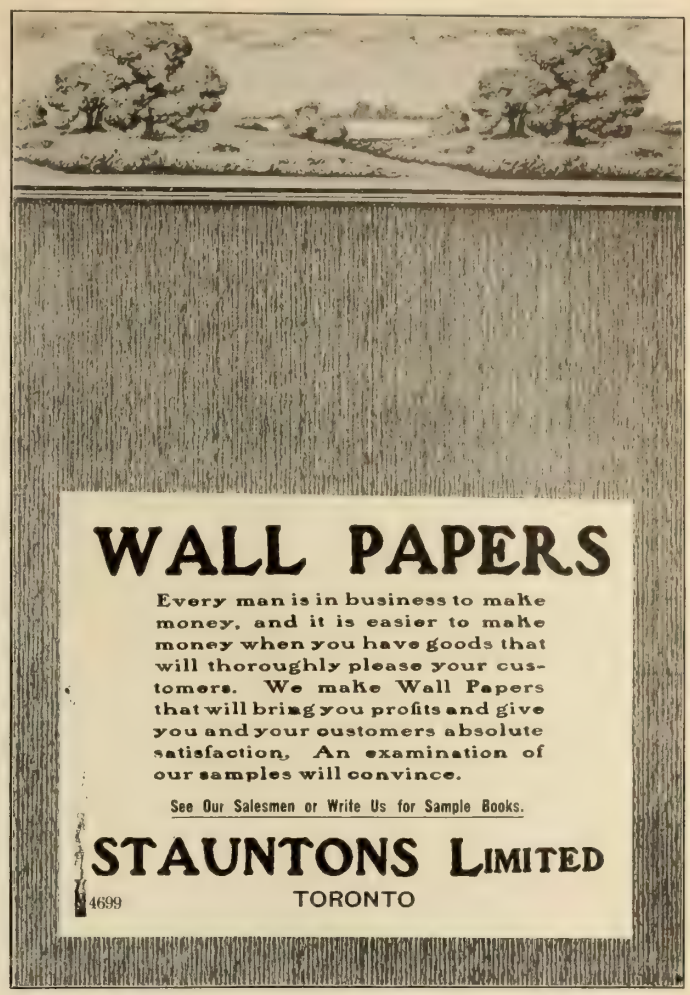
PERSONAL MENTION.

Mr. S. Jessop, bookseller and stationer, Sudbury, Ont., inventor of a revolving showcase, was in Toronto last month in connection with his patent. He is enthusiastic over the invention.

Mr. Tierney, of Scott & Tierney, booksellers, Guelph, was noticed in Toronto on December 4, doing a little late Christmas buying.

Among recent visitors to the Toronto trade were Messrs. R. A. J. Little of Oshawa, Sifton of London, and S. Lees of Hamilton.

The Hon. J. D. Rolland, president of J. B. Rolland & Fils, Montreal, and of the Northern Mills Co., is on a business trip this month in the Far West.





MONTHLY REPORT FROM TRADE CENTRES

MONTREAL.

Active Holiday Trade—Schemes Adopted for Display—St. Cuthbert's Leads in Popularity—Ready Sale for The Business Magazine.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
December 11, 1905.

CHRISTMAS planning is reduced to a veritable science in some of Montreal's leading bookstores, and those who have introduced the most original goods and displays are reaping the greatest profit. Many of the larger stores realize the necessity for reaping quick profits and yet satisfying customers, and at least one store has inaugurated the policy of having wrapped staple stationery boxes and books. This aids materially in making additional sales, and the inconveniences caused by extra help are minimized. Window displays and interior decoration are at their height, and the usual collection of gift books, calendars, Christmas cards, etc., are judiciously mingled. The usual procedure is to display the books in the front of the window with the calendars at back and side. A crepe paper background is effective.

* * *

A favorite form of interior display is the overhead hanging of calendars stretching right across the store and extending throughout its length. Books for boys and girls of a holiday nature, as well as the multitudinous variety of little folks collections are always wisely arranged separately and classified according to subjects, in as far as possible. To avoid crowding up the front they are usually placed at the rear of the store. This is a necessity with St. Catherine street bookstores, which are crowded continually.

* * *

One of the novel means of effective advertising is noticed at E. M. Renouf's, in front of whose palatial store are several large board placards at various points announcing the arrival of new books by means of large reproductions of the cover, furnished by publishers. This is worthy of imitation.

* * *

Private greeting cards, Christmas and New Year's cards, are enhanced by orderly displays in attractive boxes in a series of prices. They are active sellers and require but little attention, although pilfering must be watched for. There are many new and handsome ideas in cards and calendars this year. The picture post cards are prolific in variety for holiday greetings. One of the new ideas exploited by Morgan's book department is leather P.P.C., 5 for 25c., for making up into cushions.

* * *

"St. Cuthbert's," by Robert E. Knowles, is being pushed as the book of the season in every store and sales are rapid. "The Purple Parasol," McCutcheon's latest effort, has many admirers. Window displays of this title always introduce the real purple parasol. Among the new titles in fiction favorably mentioned are "The Cherry Riband," "The Hundred Days," and "Fair Margaret."

Gift book selections in the usual fine bindings are being needlessly slaughtered in some stores, a surplus from one year ago. The same suicidal policy is taking place in two stores giving 20 per cent. off the publisher's price of all books, and 5 per cent. extra for cash. The necessity for this is hardly apparent, especially at this season of the year.

* * *

Stationery lines are very active, and toy and game departments are crowded. The usual grumbling is apparent in some quarters respecting department store business and the cutting of prices. Department stores are offering new paper novels at 60c., selections of recent bound cloth fiction at 50c., etc. The Booklover's Library was offered at Scroggie's for 35c. The fact remains, however, that the cost of doing business in these stores is proportionately as high and their departments will not ultimately pay if they do not make the requisite profit.

* * *

Christmas magazines are having a ready sale, and "The Business Magazine" is favorably spoken of in Montreal stores. G. E. F.

HALIFAX.

Holiday Trade opens up well—Books in Demand—Some Changes in the Trade—Historic Store to be Vacated.

Halifax, Dec. 7, 1905.

ALL through the trade business is reported good, with excellent prospects for holiday sales, for which the retailers are now nearly ready.

* * *

At A. & W. Mackinlay's excellent business prospects are reported. Much of the business at this establishment is in the wholesale line, and the retail department does not cater largely to the holiday trade, though lines of stationery in packages, finished in style particularly adapted for Christmas, and leather goods, are shown. The rush of supplying the new readers throughout the province is now pretty well over.

* * *

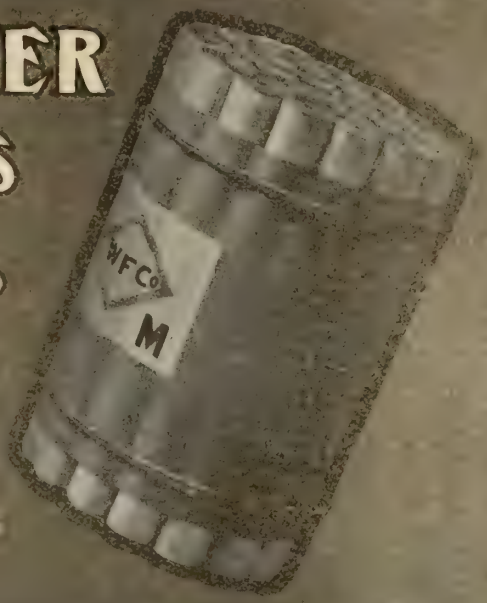
T. C. Allen & Co. also report brisk trade and good prospects. They are constantly adding to their printing and binding plant, and this season have added $4,500 worth to it. They report as leaders in fiction sales "The Gambler," "St. Cuthbert's," "Fair Margaret," "Nedra," "Starvecrow Farm," and "The Lure of the Labrador Wild." A new line of holiday goods showing at Allen's is that of artistic retouched calendars and cards. Oxford Press Bibles, Catholic prayer books, Presbyterian hymnals, and other religious books in leather bindings are expected to be in very large demand from now until the New Year, and are being shown in great variety.

* * *

J. L. Connolly, Barrington street, is booming his private greeting cards, done in three colors, green, red and gold, in his own establishment. The card is a folder and the die stamped designs vary, holly and mistletoe entering into all. The plate printing is done to the purchaser's order. This is the first work of this kind done in Halifax, and Mr. Connolly familiarized himself with it during a sojourn in the United States. He is also showing a line of purses, etc., in the latest style of leather, "frogskin," furnished for the holiday trade. He

WATSON-FOSTER WALL PAPERS

Produce Results ARTISTIC AND PROFITABLE



THE PAPERS WHICH HAVE MADE EVERY LARGE DEALER IN CANADA

FAMOUS

ALL ADMIT IT
NONE DISPUTE IT

THIS SEASON'S LINE OUTCLASSES ANY PAST EFFORT OF OUR OWN OR PRESENT ATTEMPT OF OTHERS. YOU CAN SEE IT IF YOU WISH.

DEC. 05

THE WATSON-FOSTER CO. LIMITED

MONTREAL
CANADA

reports "The House of Mirth," "Fair Margaret," and "The Deluge," as leading sellers in the fiction line.

* * *

L. Clyde Davidson, Barrington street, says just now he finds "The Gambler," "Fair Margaret," and "Tales of the Road," the best fiction sellers. In addition to his stationery and book stock he is showing lines of goods suitable to the holiday trade, yet staple trade goods, such as office and desk furnishings, purses, etc.

* * *

E. P. Meagher's stationery business is now conducted under the firm name of E. P. Meagher, Limited, and the business (retail) is being extended. Religious goods are a special line to which Mr. Meagher pays great attention, and fancy goods are added to the regular stock for the holiday trade. Mr. Meagher also conducts a lending library in connection with his establishment, and is known as a hustler.

* * *

The purchase by the Bank of Commerce of property on the corner of George and Granville streets, opposite the provincial buildings, as a site for the bank's new building, will wipe out one of the oldest stationery stands in Halifax. Thirty years ago it was occupied by ex-Alderman Thomas L. Connolly, who carried on a large wholesale and retail business. Subsequently Mr. Connolly, who is the father of J. L. Connolly, the Barrington street stationer, removed to Cape Breton, and for some years the shop floor of the building has been, and still is, occupied by Clifford H. Smith, stationer. Mr. Smith's lease does not expire until May 1 next, and he is undecided so far whether he will take another shop in the city and continue in business, or remove from Halifax altogether.

* * *

Wood Brothers, dry goods, Granville street, have purchased the brick and stone building back of them on Hollis street, occupied by the MacDougall-Pattillo Co., wholesale stationers.

* * *

The book and news department at the Halifax Hotel, which, with the cigar stand, has been under lease to A. Hobrecker, is to be conducted by the hotel company after the first of the new year, Mr. Hobrecker's lease expiring at that time. It is understood that E. F. Heffler, who has conducted the cigar and book and news departments for Mr. Hobrecker for some years, will continue to do so under the hotel company's management.

J. L. G.

TORONTO.

Holiday Trade Booming—Important Visitors to the City—The Langton & Hall Stock Sold—The Usual Exodus to England.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
Dec. 9, 1905.

HOLIDAY trade is now in full blast, many preferring to buy early in the month and so avoid the tremendous rush during Christmas week. The picture post card is a big feature, especially in the smaller stores, where it has all but displaced the calendar. In the department stores the cheap gift book, the juvenile and the annual, are the specialties. Vast quantities of these will be disposed of during the coming fortnight.

The Tyrrell store is the headquarters for the best class trade. Never before has this store shown so wide a range and such excellent quality. The booklover can spend an hour or so there with the greatest delight.

* * *

More detailed notices are given elsewhere of the establishment in Toronto of branches of Macmillan & Co. and the Harmsworth publications.

* * *

At the meeting of the creditors of Langton & Hall, Limited, held last month, the sale of the stock was authorized, and McLeod & Allen were appointed to dispose of it. It is understood that a sale en bloc has just been effected.

* * *

Mr. H. M. Caldwell, head of the publishing house of H. M. Caldwell & Co., Boston and New York, paid a hurried visit to Toronto early this month, en route from Chicago to New York. Mr. Caldwell is a Canadian, and he took the opportunity of his stay in Toronto to run out to Newmarket, where his father still resides. Bookseller and Stationer exchanged greetings with him in the office of McLeod & Allen.

* * *

Another New York publisher who paid a short visit to the city on the 4th inst., was Mr. Hurst, of Hurst & Co., the publishers of so many standard editions. Mr. Hurst, too, can claim some connection with Canada. His father, who, as a young man, had been employed in a printing office in London, England, emigrated to this country and settled in the Muskoka district. From there he moved to Iowa, later starting the present business in New York, which has now been conducted most successfully for thirty years. While in Toronto, Mr. Hurst made his headquarters at the office of his Canadian agents, McLeod & Allen.

* * *

The book department of the W. A. Murray Co., Limited, are clearing out a large stock of American publishers' left-overs at 35c. A recent window display of some hundreds of copies of brightly bound books made a great hit, but was certainly rather risky just before Christmas, when it is the usual aim of dealers to clear out regular stock.

* * *

Mr. E. C. Walker, manager of the wholesale department of the Methodist Book & Publishing Co., sailed for England on the 24th ult., via New York. He is buying for the Fall trade of 1906, and incidentally will pick up some good fiction for Spring. He expects to be back in Toronto by the middle of January.

* * *

Mr. Charles J. Musson, president of the Musson Book Co., Limited, is another Toronto publisher at present visiting the Old Country.

* * *

E. H. Harcourt Co. are now located at 255 Wellington street west. The past month has been a busy one with them fitting up their office and factory, but this is now very nearly completed and they have some of their machines running. They have a large number of orders already on hand, and as soon as the Spring opens up they will extend their present factory by building to the rear of the lot, making total length of building 121 feet. It is their intention to erect on the lot west of their present factory a large warehouse, plan with speci-



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fications of which will be prepared as soon as Mr. Harcourt is in a position to give the whole of his personal attention to his own business.

W. A. C.

WINNIPEG.

Larger Holiday Trade than Last Year—What Some Stores Feature—Best Selling Books.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
Dec. 6 1905.

CHRISTMAS trade in books, stationery, and kindred lines carried in local book stores is now in full swing and promises to be larger than last year. High-class stationery and novelties and expensive, well-bound books seem to be in good request, and the Christmas trade should accordingly be profitable. Department store competition has not been severe in books and stationery, and the local small stores are holding their own easily.

* *

The John A. Hart Co. have already had several attractive Christmas goods windows in which they have featured principally fine stationery, writing sundries, and calendars.

* * *

Private greeting cards are being featured this year by Russell, Lang & Co., apparently with good success. This firm have their own plant for this work.

* * *

W. A. Davis is specializing in fine stationery and is devoting attention to the more expensive lines. There is a good market in Winnipeg for such goods.

* * *

"The Gambler" is still selling well in all local stores. "Nedra" and "Tales of the Road" are also popular favorites.

F. R. M.

VANCOUVER.

Features of the Christmas Trade—Stores Drop Cheap Lines—Some Ideas About Buying.

Office of BOOKSELLER AND STATIONER,
Vancouver, B.C., Dec. 2, 1905.

ON the whole, Christmas trade is promising well. Of course it is early to speak definitely, as it has only begun to open actively. Compared with last season and former seasons, however, prospects are very favorable.

* * *

This year the Christmas card trade is not likely to be heavy. Buyers seem to prefer the souvenir post cards, though trade in that line is no heavier than it has been. For sending mementoes to Eastern Canada and the Old Country, of which class of trade there is a large percentage here, books of views of B.C. scenery and of the coast cities are very warm favorites. The range of these publications is greatly increased and the quality has improved, while at the same time the prices have begun to get down to the masses of the purchasing public Formerly books of views were too expensive to appeal to more than a limited class of buyers. Now a really better article is being offered for less money, and this line is becoming a favorite and good seller.

* * *

One feature of Christmas trade as it affects the stationery trade is that the department and dry goods stores stock up with all the cheaper lines of books, cards and novelties, so that only the better class goods in such lines are sought from the legitimate trade. And the effect of departmental store competition is always seen in the toy trade, from which several leading stationers have retired, or announce their intention to do so. Last season the B. C. Book Co., Limited, went out of toys, and this year Messrs. Clark & Stuart, both Vancouver firms, also announce that they will close out toys. The result is that closer attention is paid to the regular staples of the trade, and superior stock is more exclusively carried by the book stores, as the department stores do not stock the better class lines.

* * *

Christmas numbers of the illustrated papers are nearly all in stock now, and selling fairly well, though no particular favorite seems to be selected. Many of them do not appear to be any great improvement on former annual numbers. The improvement in art calendars is very noticeable, and this line is becoming increasingly popular, with the artistic improvement. Post card albums take the place of photo albums in the demand almost entirely. Standard authors, and the poets, are but sparingly called for. "Indeed," said one bookseller, on being interviewed, "Vancouver is not greatly noted for its love of good literature, if the choice of books serves as a guide."

* * *

In popular fiction the only noticeable seller this month is Guy Thorne's "When it Was Dark," and that is caused in large part by the advertising it has received through publication in serial form in the Daily World of this city. So much interest has been evinced in the story that a minister announces a sermon for next Sunday on the theme of the novel. No other candidate for popular fancy can be named just now.

* * *

In the trade here is a noticeable demand at all times for certain lines of Old Country goods, chiefly periodicals, because of the fact that a large percentage of the population is from the Old Land. Most of the Old Country magazines sell well, and in fact the percentage is larger than anywhere else in Canada.

* * *

Speaking of Old Country productions, the fact that staples in stationery, and similar lines, can be bought in the Old Country and imported direct by the Blue Funnel line of steamers which come here from Liverpool and London, is causing a good deal of business to be placed in England. This has two or three interesting features. The variety of stock is enlarged, as dealers, of course, buy largely in the east also. The conditions of purchasing in the Old Country market are slightly different. Orders have to be sent in earlier, but the buyer, of course, makes due allowance in preparing for stock. The goods are received in excellent condition, as the Old Country wholesalers err in the opposite extreme from the average eastern wholesaler in manner of packing. The latter is apt to put goods, especially easily damaged articles, in too flimsy a package, while the Old Country house almost "builds a warehouse" round the shipment. A heavy packing case, invariably lined with waterproof material, ensures arrival of goods in perfect order. Another feature is that the Old Country houses give from 3 to 4 months' time in drawing, while nearly all eastern drafts, especially for holiday goods, are practically sight, or due by the time the goods arrive. A remark-

able freedom from error is noted in shipments from the Old Country. A customs official states that in his eighteen years' experience he has not found a single error in shipping goods, comparing invoices with goods at the examining warehouse. This is one point on which eastern shippers can improve. Errors are more serious owing to the distance.

G. S. B. P.

QUEBEC TAX WILL STAND.

AT a meeting of the Quebec Cabinet last month Premier Gouin and Provincial Treasurer McCorkill stated to a joint delegation of the Montreal Board of Trade, La Chambre de Commerce, and the British Agents' Association, that the tax of $300 on non-resident commercial travelers, representing houses having no place of business in Canada, would stand. The Cabinet contended that it protected the interests of business people in Quebec Province, and at the same time this tax provided revenue which they urgently needed.

The board of trade was represented by Mr. George Caverhill, of Caverhill, Learmont & Co., while the Chamber of Commerce stated their objections to the tax through Messrs. Catelli and A. B. Roy. Mr. G. B. Fraser and Mr. Thomas Brophy outlined the views of the Wholesale Dry Goods Association, and Mr. R. Henderson and Mr. J. H. Shaw spoke for the British Agents' Association. The deputation was influential in every respect, and the Cabinet listened attentively to their recommendations and objections to the tax, stating that they would always be pleased to welcome suggestions. The deputation expressed regret over the decision of the Cabinet, but the strong pressure from every source is expected to result in at least a reduction of the tax.

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Musson's Improved Lumber and Log Book. New and Revised Illustrated Edition. The Musson Book Company, Limited, Toronto.

Hope. Hoffnung. German version by Louis Guenzel. Words by James P. Whedon. Music by Max Heinrich. Op. 22. Deliverance. Erlost. German by George Sylvester Viereck. Words by Paul Bliss. Music by Max Heinrich. Op. 28. A Fount of Music. Song. Words by James Russell Lowell. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

I Wonder What the Wild Waves are Saying. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Get A Ticket. Song. Words by Harry Williams. Music by Egbert Van Alstyne. I'm Going Back to California. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

Our Fathers' Land and Ours. Song. Words revised by the late Rev. Dr. Dewart. Music by C. W. Coates. Arranged by R. Gruenwald. C. W. Coates, Montreal.

When the Roses Fade Away. Song. Words and Music by Dan. J. Sullivan. Jerome H. Remick & Company, New York.

Off the Rocks. Book. Published in separate articles in the Toronto Globe. Dr. William T. Grenfell, Labrador Coast.

Sir William Mulock, Hon. A. B. Aylesworth and Employes of the Post Office Department, Ottawa. Photo. A. G. Pittaway, Ottawa.

L'Union Chorale du Sacre-Coeur de Winnipeg. Photo. A. Archambault, Winnipeg.

Mrs. A. Knox, Toronto. Photo. J. H. Bailey, Toronto.

The Royal Recipe Book. August, 1905. L. C. West, Montreal.

Dead Leaves. Song. Words by Ethelwyn Wetherald. Music by J. W. Garvin. J. W. Garvin, Peterborough.

Christ the First Pope and Peter His First Successor; or Notes on the Divine Plan of the Church. By T. Smith-Vaudry, C.Pr. New and enlarged edition. T. Smith-Vaudry. Montreal.

Closing Hymn. Words and music by G. M. Brewin. George M. Brewin, Toronto.

Oh ! Canada We're Proud of Thee. Song. Words and music by W. A. Philip. W. A. Philip, Thorold, Ont.

A June Lullaby. Song. Words by Will Reed Dunroy. Music by Vernon Norton. Vernon Norton, Toronto.

Dan Patch. Photo A and Photo B. The T. Eaton Company, Limited, Toronto.

Meet Me on the Fence To-night. My Lady of Japan. Highland Mary. Good-bye Maggie Doyle. Henry Klein. Anthonio Kisses. Down the Line With Arabella. Songs. Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Co., New York.

Moonlight on the Humber. Photo. Preston L. Tait, Toronto.

Mechanics' Lien Laws in Canada. By William Bernard Wallace, LL.B. R. R. Cromarty, Toronto.

The Babe of Bethlehem. Song. Words and Melody by J. F. Dyer. Arranged by Charles Wheeler. J. F. Dyer, London, Ont.

Before. Verse re Gilt Edge Soap. After. Verse re Gilt Edge Soap. William Ford, Jr., Montreal.

The Peate Mandolin Method. George A. Peate, Montreal.

Summary of Canadian Commercial Law for use of Schools and Colleges and Handbook for Office Men. W. H. Anger, Toronto.

Recollections of the American War, 1812-14. By Dr. Dunlop. The Historical Publishing Company, Toronto.

Print of an Owl on a Branch. Ivan M. Dales, Toronto.

Valse Tranquil. For Piano. By Percy Wenrich. The Mascot. March Two-Step. By C. Blake. Silver Heels. Song. Words by James O'Dea. Music by Neil Moret. Melody from the popular Indian Intermezzo. Snowflakes. Gavotte. Luella Lockwood Moore. Jerome H. Remick & Company, Detroit, Michigan.

Chart of Lakes Joseph and Rousseau. John D. Rogers, Port Sandfield, Muskoka, Ont.

The Housekeeper's Account Book. Leon J. Lepage, Montreal.

The Housekeeper's Account Table Form. Leon J. Lepage, Montreal.

Thou Art So Like a Flower. Song. Words by Heine. Music by William Gardner Hammond. The John Church Company, Cincinnati, Ohio.

Only You. Song. Words by Jerome P. Fleishman. Music by L. Frank Miller. Jerome H. Remick & Company, New York.

Ephesians. The Heavenly Calling and Walk. By H. P. Welton, D.D. Book. H. P. Welton, Toronto.

Sunday School Class Record, Advent 1905 to Advent 1906. Book. The Church Record Sabbath School Publications, Toronto.

Belinda. March Two-Step. By Fred S. Stone. Jerome H. Remick & Company, Detroit, Michigan.

Nakomis. Indian Two-Step. By Ralph E. Kenny. Jerome H. Remick & Company, Detroit.

The Law of Assessment Including the Law of Statute Labor. By A. Weir, B.A., LL.B. R. R. Cromarty, Toronto.

Handy Note Book Insurance Specialty. Arthur Gate and Harry E. Jameson, Toronto.

Liza Anna Brown. Song. Words and Music by Dr. L. C. DeCow. Lemuel C. DeCow, Chatham.

The Eyes of the Soul. For Piano. By Mark E. Beam. Jerome H. Remick & Co., Detroit.

A Wolf in Sheep's Clothing. By Albert M. Delong. Book. Carrie Delong, Gananoque.

The Conquest of Canaan. By Booth Tarkington. Book. Poole Publishing Company, Limited, Toronto.

Love is Like a Dizziness. Words and Music by W. J. McGrath. W. J. McGrath, Cleveland.

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Independent Order of Foresters' March. For piano. John Cross, Montreal.

Silver Spray Fountain Waltz. For piano. John Cross, Montreal.

Picturesque Calgary. Book. The Herald Company, Limited, Calgary, Alberta.

The Riders of the Plains. Book. The Herald Company, Limited, Calgary, Alberta.

The Successful Canadian. Book. Robert Edward Campbell and Abel Stevenson Dugan, Toronto.

Winnipegers as We See 'Em. Book. W. E. Macarton, Toronto.

Manitobans as We See 'Em. Book. W. E. Macarton, Toronto.

Lessons in Scientific Salesmanship. Book. Eben Oliver Weber, Berlin, Ont.

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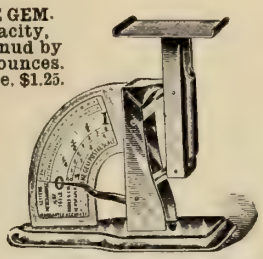
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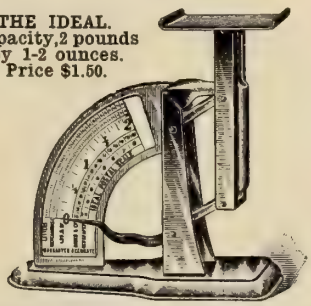
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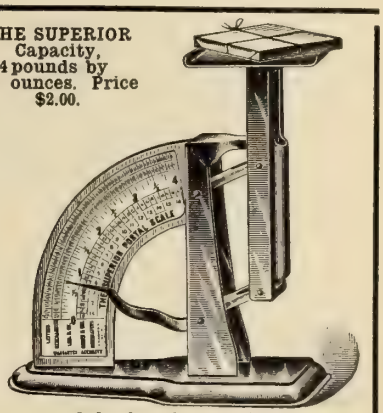
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BELLEVILIE.

1. "Rose o' the River," by Kate D. Wiggin. Briggs.
2. "Yolanda," by Charles Major. Morang.
3. "The Household of Peter," by R. N. Carey. Copp, Clark.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "My Friend the Chauffeur," by Williamson. Musson.

CALGARY.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Deluge," by D. G. Phillips. McLeod.
4. "The Gambler," by K. C. Thurston. Revell.
5. "The Prospector," by Ralph Connor. Westminster.
6. "The Prodigal Son," by Hall Caine. Morang.

CHARLOTTETOWN.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "Maid Margaret," by S. R. Crockett. Copp, Clark.
3. "Free Opinions," by Marie Corelli.
4. "The Gambler," by K. C. Thurston. Revell.
5. "The Harvest of the Sea," by Dr. Grenfell. Revell.
6. "Cameron of Lochiel," by Roberts. Copp, Clark.

COLLINGWOOD.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "Terence O'Rourke," by Vance.
3. "McAllister and His Double," by Arthur Train. McLeod.
4. "Tales of the Road," by H. Crewdson. McLeod.
5. "Speculations of John Steele," by Robert Barr. McLeod.
6. "The Man of the Hour," by Octave Thanet. McLeod.

GUELPH.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "When It was Dark," by Guy Thorne. Musson.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Man of the Hour," by Octave Thanet. McLeod.

HALIFAX.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Gambler," by K. C. Thurston. Revell.
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1. "The Gambler," by K. C. Thurston. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "My Friend the Chauffeur," by Williamson. Musson.
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4. "My Friend the Chauffeur," by Williamson. Musson.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Cherry Riband," by S. R. Crockett. Copp, Clark.

CANADIAN SUMMARY.

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1. "The House of Mirth," by Edith Wharton	100
2. "Nedra," by G. B. McCutcheon	95
3. "St. Cuthbert's," by R. E. Knowles	80
4. "The Gambler," by K. C. Thurston	71
5. "The Man of the Hour," by Octave Thanet	50
6. "My Friend the Chauffeur," by Williamson	41

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Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

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Morton, Phillips & Co., Montreal.

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Gatchell & Manning, Philadelphia.

Educational.
Belleville Business College, Belleville, Ont.

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Kelk-Sutcliffe Co., Toronto.
Warwick Bros. & Rutter, Toronto.

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Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

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Waterman, L. E., Co., Montreal.

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Carter's Ink Co., Montreal.
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Payson's.

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Carter's Ink Co., Montreal.
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Buntin, Gillies & Co., Limited, Hamilton.
Copp, Clark Co., Limited, Toronto.
Barber & Ellis Co., Limited, Toronto.
W. J. Gage & Co., Toronto.

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Brown Bros., Toronto.
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Spencerian Pen Co., Birmingham, Eng.
Warwick Bros. & Rutter, Toronto.

Pencils.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Hardtmuth, L. C., New York.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

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Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas. & Son, London, Eng.
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United States Playing Card Co., Cincinnati.

Postal Scales.
Triner Scale & Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers.
Weese, G. A., & Son, Toronto.

Rubber Bands.
Faber, A. W., New York.

School Supplies.
Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
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Smallwares.
Kelk-Sutcliffe Co., Toronto.

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Brown Bros., Toronto.
Canadian Supply Co., Montreal.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Holzman, Alfred, Ceicago, Ill.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Parish, C. R., & Co., Toronto.
Picture Post Card Co., Ottawa, Ont.
Rapid Photo Printing Co., London, Eng.
Weese, G. A., & Son, Toronto.

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Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Talking Machines.
Berliner Gram-o-phone Co., Ltd., of Montreal, Canada.

Telephones.
Bell Telephone Co. of Canada, Montreal.

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Carter's Ink Co., Montreal.
Mittag & Volger, Park Ridge, N.J.
United Typewriter Co., Toronto.

Typewriters.
United Typewriter Co., Limited, Toronto.

Wall Paper.
Stauntons Limited, Toronto.
Watson-Foster Co., Montreal.

Writing Pads.
Buntin Gillies & Co., Hamilton.
Gage, W. J., Toronto.
Librairie Beauchemin, Montreal.
Copp, Clark Co., Limited, Toronto.
Brown Bros., Limited, Toronto.
Barber & Ellis Co., Toronto.
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